

2023 MEPRA Awards Finalists



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Best Campaign in Market

Best Campaign - Bahrain

- Memac Ogilvy and Al Liwan by Seef Properties: *Where life meets lifestyle*
- Memac Ogilvy and Seef Mall: *Seef 25*
- stc Bahrain: *stc Bahrain - Ana Laha*
- Weber Shandwick MENAT and Yas Island: *Yas Island's Upbeat Summer Feat. Miami Band*

Best Campaign - Egypt

- Havas Red Middle East: *ADIDAS CLUB ORIGINALS REINVENTS NOSTALGIA WITH HAVAS RED*
- Hill & Knowlton: *Hill & Knowlton with Instagram by Meta: Forever is Now II*
- Orascom Development: *Makadi Heights by Orascom Development 'Made of Moments' Campaign*
- Weber Shandwick MENAT and IBM: *Turning Sustainability Ambition into Action*
- Weber Shandwick MENAT and Mastercard: *Redefining B2B Engagement in Egypt*

Best Campaign - Jordan

- *Winner to be announced on the night*

Best Campaign - Kuwait

- *Winner to be announced on the night*

Best Campaign - Oman

- *Winner to be announced on the night*

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Best Campaign in Market

Best Campaign - Qatar

- BLJ Worldwide: *Qatar Creates 2022: Qatar Fashion United By CR Runway*
- HAVAS RED MIDDLE EAST: *KARL LAGERFELD'S ULTIMATE ICONS IN DOHA, BY HAVAS RED*
- Memac Ogilvy and Qatar Foundation: *CHAMPIONING THE UNIQUE & DIVERSE VOICES OF QATAR FOUNDATION*
- Memac Ogilvy and Qatar Foundation: *Managing the Global Narrative For the Most Discussed Event on the Planet the FIFA World Cup*
- Saatchi & Saatchi: *Launch of Rahlatuna Platform*
- Teneo & The Supreme Committee for Delivery & Legacy: *FIFA World Cup Qatar 2022™*
- Weber Shandwick MENAT and Team Wales - Qatar: *Taking Wales to the World*
- Weber Shandwick MENAT and Yas Island: *Yas Island's Upbeat Summer Feat. Miami Band*

Best Campaign - Saudi Arabia

- HAVAS RED MIDDLE EAST: *WEAVED AS ONE: ADIDAS & SAFF LAUNCH SAUDI NATIONAL JERSEY KIT WITH HAVAS RED*
- Hill & Knowlton: *Hill & Knowlton with Royal Commission for AlUla: AlUla Moments*
- Hill & Knowlton: *Hill & Knowlton with Ford Middle East: Next-Generation Ranger Driving Experience*
- Hill & Knowlton & NEOM Green Hydrogen Company: *Hill & Knowlton for NEOM Green Hydrogen Company: A Saudi Arabian project with global impact*
- Hill & Knowlton with Saudi Pro League: *Revealing Ronaldo*
- Hill & Knowlton with Skill Challenge Entertainment and the Ministry of Sport: *The Truth - Paul v Fury*
- The Bold Group: *Saudi 92nd National Day on the Metaverse*
- Weber Shandwick MENAT and Cadillac Arabia: *Reimagining Mobility: Cadillac in the Kingdom*
- Weber Shandwick MENAT, Publicis Sapient and Mastercard: *Her Voice is priceless*

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Best Campaign in Market

Best Campaign - UAE

- Dubai World Trade Center and Four Agency Worldwide: *The biggest and best Gulfood to date*
- Gambit Communications & Al Futtaim Polestar: *A Polestar is Born!*
- Gambit Communications & Help AG: *Turning the Tables on Cybercriminals!*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Mamac Ogilvy: *The Alternative Alphabet*
- Mamac Ogilvy: *Call Her Strong*
- Place Communications with Special Olympics UAE: *Road to Berlin*
- Solutions Plus: *Solutions+ Rebrand Campaign*
- Weber Shandwick MENAT and Department of Health Abu Dhabi: *Gifting Lives with 'Hayat'*
- Weber Shandwick MENAT and Mastercard: *Inclusivity At Your Fingertips*

Sector

Best Arts & Culture Campaign

- Action Global Communications: *Emirates Airline Festival of Literature*
- BLJ Worldwide: *Qatar-MENASA 2022 Year of Culture, 10 Year Anniversary*
- Current Global and Global Village: *Global Village - A More Wonderful World*
- Hill & Knowlton: *Hill & Knowlton with Noor Riyadh 2022: The Journey of Light*
- Hill & Knowlton: *Hill & Knowlton with Tuwaiq Sculpture 2023: Echoes of Tuwaiq*
- Hill & Knowlton: *Hill & Knowlton with Instagram by Meta: Forever is Now II*
- Hill & Knowlton: *Hill & Knowlton with Royal Commission for AlUla: Unmasking History*
- Hill & Knowlton with TECOM Group: *Hands of Tribute*
- SEC Newgate: *Art Dubai 2023*
- Weber Shandwick MENAT and OnStar by General Motors: *Shining a light on road safety through their eyes*

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Sector

Best Automotive Campaign

- Bentley Motors & Performance Communications: *Extraordinary Women Saudi Arabia*
- Gambit Communications & Porsche: *Icons of Porsche Returns!*
- Gambit Communications & Al Futtaim Polestar: *A Polestar is Born!*
- Impact Porter Novelli and Al-Futtaim Automotive: *Future Mobility Day: Heralding a new e-mobility era*
- Performance Communications: *Launch of the New MG HS Plug-in Hybrid EV*
- Weber Shandwick MENAT and Chevrolet: *Revving up Fawazir Ramadan with the Chevrolet Corvette Z06*

Best Business to Business Campaign

- Abu Dhabi Chamber & Four Agency Worldwide: *Positioning Abu Dhabi as the top choice in the region for doing business by 2025*
- Gambit Communications & Help AG: *Turning the Tables on Cybercriminals!*
- Hill & Knowlton & NEOM Green Hydrogen Company: *Hill & Knowlton for NEOM Green Hydrogen Company: Establishing a global green hydrogen leader*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Memac Ogilvy: *AviLease KSA - BUILD-UP TO A BILLION DOLLAR DEAL*
- Place Communications with Agthia Group and Al Ain Water: *Launching the UAE's First Locally Produced 100% rPET bottle at Gulfood 2023*
- Travelport: *The 7 Wonders Challenge*
- Weber Shandwick MENAT and Dell Technologies: *Is Your Business Ready to 'Breakthrough'?*
- Weber Shandwick MENAT and Ericsson: *Bringing Consumers' Voices to the Front of 5G Innovation*
- Weber Shandwick MENAT and Mastercard: *Putting the H into B2B*

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Sector

Best Consumer Goods Campaign

- Current Global, FP7 and Heinz: *Heinz - Going Viral with Ketch-Up and Down*
- Gambit Communications & Acer: *Proud to Be Green!*
- Gambit Communications & Al Futtain Polestar: *A Polestar is Born!*
- Hill & Knowlton: *Hill & Knowlton with Ford Middle East: Next-Generation Ranger Driving Experience*
- Johnson's Baby with Four MENA: *Baby Expo*
- Matrix Public Relations and Liht Organics: *Liht Organics - From niche to mainstream: A PR roadmap that helped a clean and organic beauty brand to become a mainstream conversation*
- Sony Middle East and Africa: *Sony | For The Music*
- Weber Shandwick MENAT and Chevrolet: *Accessorize your adventure with the Chevrolet Silverado ZR2*
- Weber Shandwick MENAT and McDonald's UAE: *Growing feel good moments with McDonald's UAE's Little Seeds of Hope*
- Weber Shandwick MENAT and Nike: *Sport is Never Done*

Best Consumer Services Campaign

- Soul Communications - Deliveroo: *Deliveroo BBQ Anywhere Kit*
- The Ritz-Carlton Abu Dhabi, Grand Canal & Four Agency: *Sustainability meets luxury at The Ritz-Carlton Abu Dhabi, Grand Canal*
- Weber Shandwick MENAT and Google: *Google's Journey to Demistifying Artificial Intelligence in the UAE*
- Weber Shandwick MENAT and Netflix: *Offering more choice and control in entertainment*
- Weber Shandwick MENAT and OnStar by General Motors: *Shining a light on road safety through their eyes*

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Sector

Best F&B Campaign

- Current Global, FP7 and Heinz: *Heinz - Going Viral with Ketch-Up and Down*
- Dubai World Trade Center and Four Agency Worldwide: *The biggest and best Gulfood to date*
- HAVAS RED MIDDLE EAST: *CITY WALK'S DFF WINS HEARTS & INSTA LIKES, FOR MEREX INVESTMENT BY HAVAS RED*
- Kaoun, DMG Events and Four Agency Worldwide: *Launching the first Saudi Food Show*
- Paradox Agency: *FATHER'S DAY X PAPA JOHNS*
- Sticky Ginger: *Hendrick's Cucumber Day 2022 - Best F&B Campaign*
- The Ritz-Carlton Abu Dhabi, Grand Canal & Four Agency Worldwide: *Sustainability meets luxury at The Ritz-Carlton Abu Dhabi, Grand Canal*
- W7Worldwide: *Working at pace to deliver for Saudi Arabia's leading supermarket*

Best Fashion or Beauty Campaign

- BLJ Worldwide: *Qatar Creates 2022: Qatar Fashion United By CR Runway*
- HAVAS RED MIDDLE EAST: *KENZO PARIS SHEDS ITS TIGER STRIPES IN DUBAI, WITH HAVAS RED*
- HAVAS RED MIDDLE EAST: *KYLIE COSMETICS PAINTS THE TOWN PINK WITH HAVAS RED*
- Matrix Public Relations and Liht Organics: *Liht Organics - From niche to mainstream: A PR roadmap that helped a clean and organic beauty brand to become a mainstream conversation*
- Weber Shandwick MENAT and Dyson: *Disrupting the industry with Dyson Zone*

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Sector

Best Financial Services Campaign

- BPG Group: *Adyen: Engineered for Ambition*
- Mastercard: *Mastercard 2.023: Going To The Next Level*
- Matrix Public Relations and Century Financial: *Century Financial: A dominant force in the UAE's financial services industry*
- Mamac Ogilvy: *BUILD-UP TO A BILLION DOLLAR DEAL*
- Weber Shandwick MENAT and Mastercard: *Redefining B2B Engagement in Egypt*

Best Government Communications & Public Affairs Campaign

- Abu Dhabi Media and Four Agency Worldwide: *Scouting Future Stars*
- Emirates Nuclear Energy Corporation & Four Agency Worldwide: *Accelerating our path to Net Zero*
- Hill & Knowlton: *Hill & Knowlton with the Royal Commission for AlUla: Arabian Leopard*
- Mamac Ogilvy: *"THE INCREDIBLE HOST"*
- Soul Communications - Deliveroo: *Rider Awareness Programme*

Best Healthcare Campaign

- ATTELINE: *Houna Initiative*
- BLJ Worldwide: *World Innovation Summit for Health (WISH) 2022*
- Deliveroo and MSD: *Embrace Campaign*
- Hill & Knowlton: *Hill & Knowlton with Bayer: Celebrating the Heart of the Family*
- Hill & Knowlton: *Hill & Knowlton with GSK. Preventing shingles: Influencing change for the UAE's adult vaccination schedule*
- Markettiers MENA & Aster DM Healthcare: *Aster Guardians Global Nursing Awards 2023*
- Weber Shandwick and Cleveland Clinic Abu Dhabi: *The UAE's first, dedicated cancer center*
- Weber Shandwick and the Department of Health – Abu Dhabi: *Communicating at the Intersection of Healthcare, AI and Technology*
- Weber Shandwick MENAT and Department of Health Abu Dhabi: *Gifting Lives with 'Hayat'*

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Sector

Best Retail Campaign

- Al-Futtaim IKEA: *Proudly Second Best*
- Al-Futtaim IKEA: *Al-Futtaim IKEA's Inflation-proof Product Campaign*
- Avantgarde X DCT: *DCT Abu Dhabi : Retail Abu Dhabi Season 2023*
- Havas Red Middle East: *CHARLOTTE TILBURY & HAVAS RED CREATE HOLIDAY MAGIC*
- HAVAS RED MIDDLE EAST: *CITY WALK'S DFF WINS HEARTS & INSTA LIKES, FOR MEREX INVESTMENT BY HAVAS RED*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Matrix Public Relations and Al Naeem Mall: *Al Naeem Mall - An Integrated Communication Odyssey to Revive a Pandemic-Hit Mall*
- Mamac Ogilvy and Seef Mall: *Seef 25*

Best Sports & Recreational Campaign

- SAILGP & Performance Communications: *DUBAI SAIL GRAND PRIX 2022 CAMPAIGN*
- Action Global Communications: *NBA Abu Dhabi Games*
- Current Global and Dubai Parks and Resorts: *Dubai Parks and Resorts - Re-vitalise, re-energise and re-establish*
- HAVAS RED MIDDLE EAST: *WEAVED AS ONE: ADIDAS & SAFF LAUNCH SAUDI NATIONAL JERSEY KIT WITH HAVAS RED*
- Hill & Knowlton with Saudi Pro League: *Revealing Ronaldo*
- Hill & Knowlton with the Saudi Arabian Football Federation: *Tactics for Tomorrow*
- Mashreq Bank: *Widening Access to Sports: Mashreq Padel Tour 2023 and Argentinian National Football Team Sponsorship*
- Mamac Ogilvy and Qatar Foundation: *Managing the Global Narrative For The Most Discussed Event On The Planet, the FIFA World Cup*
- Place Communications with Special Olympics UAE: *Road to Berlin*
- Teneo & The Supreme Committee for Delivery & Legacy: *FIFA World Cup Qatar 2022™*
- Weber Shandwick MENAT and Nike: *Sport is Never Done*

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Sector

Best Technology Campaign

- Acorn Strategy: *ADDA & TAMM AT GITEX 2022: ABU DHABI'S DIGITAL TRANSFORMATION JOURNEY*
- Gambit Communications & Help AG: *Turning the Tables on Cybercriminals!*
- Gambit Communications & Acer: *Proud to Be Green!*
- Hill & Knowlton: *Hill & Knowlton with Instagram by Meta: Forever is Now II*
- Travelport: *The 7 Wonders Challenge*
-

Best Transportation & Logistics Campaign

- Dubai CommerCity & Four Agency Worldwide: *SparkBiz*
- Memac Ogilvy: *AviLease - BUILD-UP TO A BILLION DOLLAR DEAL*
- Wizz Air and Four Agency Worldwide: *Save more, see more, be more*
- Weber Shandwick MENAT and Cadillac Arabia: *Reimagining Mobility: Cadillac in the Kingdom*
- Weber Shandwick MENAT and Chevrolet: *Accessorize your adventure with the Chevrolet Silverado ZR2*

Best Travel & Tourism & Hospitality Campaign

- Hill & Knowlton: *Hill & Knowlton with Royal Commission for AlUla: AlUla Moments*
- Hill & Knowlton: *Hill & Knowlton with Royal Commission for AlUla: Unmasking History*
- Wizz Air and Four Agency Worldwide: *Save more, see more, be more*
- Memac Ogilvy: *"THE INCREDIBLE HOST"*
- Ras Al Khaimah Tourism Development Authority: *RAKTDA MEPRA AWARD Best Travel, Tourism & Hospitality Campaign*
- Weber Shandwick MENAT and Yas Island: *Yas Island's Upbeat Summer Feat. Miami Band*

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Techniques & services

Best Campaign Demonstrating DE&I Initiatives

- Dubai Holding: *She is*
- Mamac Ogilvy: *The Alternative Alphabet*
- Mamac Ogilvy: *Call Her Strong*
- Mamac Ogilvy and Qatar Foundation: *Promoting Football For All At The First Arab World Cup*
- Saatchi & Saatchi: *McDonald's Qatar DE&I 2022-23*
- Weber Shandwick MENAT and General Motors: *General Motors: Driving towards the future of mobility powered by the workforce of the future*
- Weber Shandwick MENAT and Mastercard: *Unlocking Her Potential*
- Weber Shandwick MENAT and Mastercard: *A Lasting Legacy*
- Weber Shandwick MENAT and Mastercard: *Inclusivity At Your Fingertips*
- Weber Shandwick MENAT, Publicis Sapient and Mastercard: *Her Voice is priceless*

Best Campaign Demonstrating Environmental Initiatives

- Abu Dhabi Future Energy Company (Masdar): *#PowerToChange*
- Action Global Communications: *EAD - Mission To Zero*
- Current Global and PepsiCo: *Greenhouse Accelerator: Nurturing A New Gen of Eco-Conscious Entrepreneurs*
- Hill & Knowlton & NEOM Green Hydrogen Company: *Hill & Knowlton for NEOM Green Hydrogen Company: Pioneering a green hydrogen future*
- Al-Futtaim IKEA & Impact Porter Novelli: *Love the planet, love your home*

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Techniques & services

Best Collaborative Campaign

- Current Global and PepsiCo: *Greenhouse Accelerator: Nurturing A New Gen of Eco-Conscious Entrepreneurs*
- Abu Dhabi Investment Office (ADIO), with Weber Shandwick and TBWA\RAAD: *ADIO: Enabling investors to go further, faster in Abu Dhabi*
- By Niggi Marketing Management: *Sol De Janeiro's Summer on Wheels*
- Current Global, FP7 and Heinz: *Heinz - Going Viral with Ketch-Up and Down*
- GREY Doha & Kidzania Doha: *The one and only kid-sized ad agency*
- Havas Red Middle East: *ADIDAS CLUB ORIGINALS REINVENTS NOSTALGIA WITH HAVAS RED*
- Memac Ogilvy: *The Alternative Alphabet*
- Weber Shandwick MENAT and Mastercard: *Putting the H into B2B*
- Weber Shandwick MENAT, Publicis Sapient and Mastercard: *Her Voice is priceless*

Best Corporate Reputation Campaign

- Abu Dhabi Future Energy Company (Masdar): *#PowerToChange*
- Abu Dhabi Investment Office (ADIO), with Weber Shandwick and TBWA\RAAD: *ADIO: Enabling investors to go further, faster in Abu Dhabi*
- BPG Group: *Winning Back Trust for KPMG*
- Emirates Nuclear Energy Corporation & Four Agency Worldwide: *Accelerating our path to Net Zero*
- Hill & Knowlton & NEOM Green Hydrogen Company: *Hill & Knowlton for NEOM Green Hydrogen Company: Establishing a global green hydrogen leader*
- Mastercard: *Mastercard 2.023: Going To The Next Level*
- Memac Ogilvy: *AviLease - BUILD-UP TO A BILLION DOLLAR DEAL*
- Memac Ogilvy and Qatar Foundation: *Defending the First Arab World Cup*
- Weber Shandwick MENAT and General Motors: *General Motors: Driving towards the future of mobility powered by the workforce of the future*
- Weber Shandwick MENAT and Mastercard: *A Lasting Legacy*

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Techniques & services

Best Crisis Communications /Issues Management Strategy

- Memac Ogilvy and Qatar Foundation: *Navigating the Uncertainty of the First Arab World Cup*
- Weber Shandwick MENAT and Invest Bank: *Supporting the De-risking of one of the UAE's Iconic Banks*
- Weber Shandwick MENAT and Invest Bank: *Invest Bank - Supporting the De-risking of one of the UAE's Iconic Banks*

Best Integrated Campaign

- 42 Abu Dhabi & Four Agency Worldwide: *Generation 42 Abu Dhabi*
- HAVAS RED MIDDLE EAST: *WEAVED AS ONE: ADIDAS & SAFF LAUNCH SAUDI NATIONAL JERSEY KIT WITH HAVAS RED*
- Hill & Knowlton: *Hill & Knowlton with Noor Riyadh 2022: The Journey of Light*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Memac Ogilvy: *The Alternative Alphabet*
- Memac Ogilvy: *Call Her Strong*
- Soul Communications - Deliveroo: *LYN'S FOOD ADVENTURE' - Deliveroo's Food Waste Storybook*
- Sticky Ginger: *Hendrick's Cucumber Day 2022 - Best Integrated Campaign*
- Weber Shandwick MENAT and Department of Health Abu Dhabi: *Gifting Lives with 'Hayat'*
- Weber Shandwick MENAT and Mastercard: *Unlocking Her Potential*

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Techniques & services

Best Internal Communications Campaign or Change Management Campaign

- Aldar: *Connecting Employees with Workvivo*
- Action Global Communications: *Got.Got.Need!*
- Mastercard: *2023: 'The Year of Wellbeing'*
- Hill & Knowlton: *The Department of Culture & Tourism Abu Dhabi with WPP: The Journey of Change*
- Soul Communications - Deliveroo: *Deliveroo Champions*

Best Non-profit / Humanitarian / Charitable Campaign

- Atteline DMCC: *She and Her Dignity*
- KNOW Creative: *National Multiple Sclerosis Society – Awareness Video Campaign*
- Hill & Knowlton: *Hill & Knowlton with the Royal Commission for AlUla: Arabian Leopard*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Soul Communications - Deliveroo: *Full Life*
- Weber Shandwick MENAT, FP7 & Mastercard: *Pledge to make a difference*

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Techniques & services

Best Sustainability , Social Responsibility or ESG campaign

- ATTELINE DMCC: *UNHCR x Peacefull*
- BPG Group: *Buddying up to stop bullying, with Cartoon Network*
- Current Global and PepsiCo: *Greenhouse Accelerator: Nurturing A New Gen of Eco-Conscious Entrepreneurs*
- Gambit Communications & Help AG: *Turning the Tables on Cybercriminals!*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Matrix Public Relations and Century Financial: *Staying ahead of the curve: Century Financial makes finance a force for sustainability*
- Memac Ogilvy: *The Alternative Alphabet*
- Memac Ogilvy: *Call Her Strong*
- Weber Shandwick MENAT and Ewaa: *Navigating to Freedom with AI*
- Weber Shandwick MENAT and UAE Ministry of Education: *The Launch of UAE's Green Education Partnership Roadmap*

Best Sustainability Stakeholder Engagement Campaign

- Abu Dhabi Future Energy Company (Masdar): *#PioneeringEnergy*
- Abu Dhabi Future Energy Company (Masdar): *#PowerToChange*
- APCO Worldwide: *HOW THE UAE WON AN INTERNATIONAL ELECTION UAE Candidate for Presidency of the WMO*
- Current Global and PepsiCo: *Greenhouse Accelerator: Nurturing A New Gen of Eco-Conscious Entrepreneurs*
- Dubai Holding: *Life Goals Campaign*
- Emirates Nuclear Energy Corporation & Four Agency Worldwide: *Accelerating our path to Net Zero*
- Gambit Communications & Acer: *Proud to Be Green!*
- Gambit Communications & Al Futtain Polestar: *A Polestar is Born!*
- Honeywell and Four Agency Worldwide: *Bringing sustainability to hard-to-abate sectors*
- Weber Shandwick MENAT and IBM: *Turning Sustainability Ambition into Action*
- Weber Shandwick MENAT and UAE Ministry of Education: *The Launch of UAE's Green Education Partnership Roadmap*

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Techniques & services

Best Use of Content - Creative, editorial or video

- Chalhoub Group: *My Bold Future* - نحن المستقبل
- HAVAS RED MIDDLE EAST: *NAKHEEL'S CELEBRATION OF REGIONAL MUSICIANS WITH HAVAS RED*
- Hill & Knowlton: *Hill & Knowlton with Noor Riyadh 2022: The Journey of Light*
- Hill & Knowlton: *Hill & Knowlton with Tuwaiq Sculpture 2023: Echoes of Tuwaiq*
- Hill & Knowlton with TECOM Group: *Hands of Tribute*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Memac Ogilvy: *"THE INCREDIBLE HOST"*
- Memac Ogilvy: *The Alternative Alphabet*
- Memac Ogilvy: *Call Her Strong*
- Weber Shandwick MENAT and Department of Health Abu Dhabi: *Gifting Lives with 'Hayat'*
- Weber Shandwick MENAT and Mastercard: *Unlocking Her Potential*

Best use of Digital Communications

- Gambit Communications & Al Futtaim Polestar: *A Polestar is Born!*
- Gambit Communications & Porsche: *Icons of Porsche Returns!*
- Hill & Knowlton: *Hill & Knowlton with Noor Riyadh 2022: The Journey of Light*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Memac Ogilvy: *The Alternative Alphabet*
- Place Communications and Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI): *Class of 2022*
- Weber Shandwick MENAT and Department of Health Abu Dhabi: *Gifting Lives with 'Hayat'*

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Techniques & services

Best use of Media Relations

- 42 Abu Dhabi & Four Agency Worldwide: *Generation 42 Abu Dhabi*
- Current Global and Dubai Parks and Resorts: *Dubai Parks and Resorts - Re-vitalise, re-energise and re-establish*
- Gambit Communications & Help AG: *Turning the Tables on Cybercriminals!*
- Gambit Communications & Porsche: *Icons of Porsche Returns!*
- Gambit Communications: *A New Golden Era!*
- Hill & Knowlton: *Hill & Knowlton with Royal Commission for AlUla: Unmasking History*
- Weber Shandwick and Dyson: *Disrupting the industry with Dyson Zone*
- Weber Shandwick MENAT and Mastercard: *A Lasting Legacy*
- Weber Shandwick MENAT and Mastercard: *Inclusivity At Your Fingertips*
- Weber Shandwick and Miral Destinations: *Grand Opening of SeaWorld Yas Island, Abu Dhabi*

Best Use of Thought Leadership

- Atteline DMCC: *ZāZEN Properties*
- Acorn Strategy: *TRANSCO'S STELLAR THOUGHT LEADERSHIP STRATEGY IN PARTNERSHIP WITH ACORN STRATEGY*
- BPG Group: *Winning Back Trust for KPMG*
- BPG Group: *Putting People at the Centre of Cybersecurity, with Proofpoint*
- Daikin & Impact Porter Novelli: *The Art of Air*
- Gambit Communications & Help AG: *Turning the Tables on Cybercriminals!*
- Memac Ogilvy: *The Alternative Alphabet*
- Memac Ogilvy and Qatar Foundation: *CHAMPIONING THE UNIQUE & DIVERSE VOICES OF QATAR FOUNDATION*
- Weber Shandwick MENAT and Dell Technologies: *Is Your Business Ready to 'Breakthrough'?*
- Weber Shandwick MENAT and Mastercard: *Putting the H into B2B*

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Techniques & services

Best Launch/ Live Event / Stunt

- ADGM: *ADGM's RESOLVE 2023: HARNESSING INSIGHTS FOR EXCELLENCE*
- Current Global, FP7 and Heinz: *Heinz - Going Viral with Ketch-Up and Down*
- Hill & Knowlton: *Hill & Knowlton with Ford Middle East: Next-Generation Ranger Driving Experience*
- Hill & Knowlton: *Hill & Knowlton with Royal Commission for AlUla: AlUla Moments*
- Hill & Knowlton with Saudi Pro League: *Revealing Ronaldo*
- Hill & Knowlton with TECOM Group and Emirates Red Crescent: *The Good Store*
- Memac Ogilvy: *Call Her Strong*
- Memac Ogilvy: *The Alternative Alphabet*
- Weber Shandwick MENAT and Department of Health Abu Dhabi: *Gifting Lives with 'Hayat'*
- Weber Shandwick MENAT and Mastercard: *A Lasting Legacy*

Best Use of Data & Insights

- Acorn Strategy: *ADGM's RESOLVE 2023: HARNESSING INSIGHTS FOR EXCELLENCE*
- Current Global, FP7 and Heinz: *Heinz - Going Viral with Ketch-Up and Down*
- Gambit Communications & Help AG: *Turning the Tables on Cybercriminals!*
- Hill & Knowlton with the Saudi Arabian Football Federation: *Tactics for Tomorrow*
- Memac Ogilvy: *The Alternative Alphabet*
- Memac Ogilvy: *Call Her Strong*

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Techniques & services

Best Use of Influencer or Brand Ambassador

- By Niggi Marketing Management: *Sephora Social Favs: Discovering New Talent*
- Gambit Communications & Acer: *Proud to Be Green!*
- HAVAS RED MIDDLE EAST: *NAKHEEL'S CELEBRATION OF REGIONAL MUSICIANS WITH HAVAS RED*
- Hill & Knowlton: *Hill & Knowlton with Motorola: Dive in with Motorola Edge 40*
- Kia: *Inspiring Movement at the FIFA World Cup Qatar 2022™*
- Leo Burnett - Studio M: *Raise Your Arches - McDonald's*
- Mamac Ogilvy and Al Liwan by Seef Properties: *Where life meets lifestyle*
- Place Communications and Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI): *Class of 2022*
- Saatchi & Saatchi: *Metro Man*
- Weber Shandwick and McDonald's Kuwait: *Putting Best Burger to the Test*
- Weber Shandwick MENAT and Department of Health Abu Dhabi: *Gifting Lives with 'Hayat'*

Best Use of Limited Budget

- Atteline: *Houna Initiative*
- Havas Red Middle East: *CITY WALK'S DFF WINS HEARTS & INSTA LIKES, FOR MEREX INVESTMENT BY HAVAS RED*
- Mamac Ogilvy: *Call Her Strong*
- Soul Communications - Deliveroo: *LYN'S FOOD ADVENTURE' - Deliveroo's Food Waste Storybook*
- Weber Shandwick MENAT and Chevrolet: *Revving up Fawazir Ramadan with the Chevrolet Corvette Z06*
- Weber Shandwick and McDonald's Kuwait: *McNuggets: Making 40 a Golden Jubilee*
- Weber Shandwick MENAT and Warner Bros. World™ Abu Dhabi with Etihad Airways: *Taken by surprise!*

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People & Teams

The “Dave Robinson” Awards for Outstanding Young Communicator of the Year (In-house or Agency)

- | | |
|-------------------------|---------------------------|
| • ATTELINE DMCC | <i>Hanine El Massri</i> |
| • ATTELINE DMCC: | <i>Stephanie Dafeta</i> |
| • Brazen MENA: | <i>Khyati Megchiani</i> |
| • Current Global: | <i>Carine El Natour</i> |
| • Deliveroo | <i>Tasnim Al Gergawi</i> |
| • Gambit Communications | <i>Sarah Alsalem</i> |
| • Hill & Knowlton | <i>Surbhi Lal</i> |
| • Weber Shandwick MENAT | <i>Yara Hamdan</i> |
| • Weber Shandwick MENAT | <i>Sara Abuhassira</i> |
| • Weber Shandwick MENAT | <i>Rachael Buyers</i> |
| • Weber Shandwick MENAT | <i>Elige Ibrahim</i> |
| • Weber Shandwick MENAT | <i>Karishma Hingorani</i> |

Best Home-Grown Agency of the Year: For Independent Agencies established and developed in the Middle East Region

- | | |
|-------------------------|---|
| • ATTELINE DMCC | <i>Atteline</i> |
| • Brazen MENA | <i>Brazen MENA</i> |
| • Gambit Communications | <i>Big Moves Only!</i> |
| • Place Communications | <i>Place Communications</i> |
| • Tales & Heads | <i>Tales & Heads - Making Waves</i> |

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People & Teams

In-House Team of the Year

- AD Ports Group: *AD Ports Group Communications Team*
- ADQ: *In-house team of the year ADQ*
- FIVE Hotels and Resorts: *FIVE Hotels and Resorts*
- GEMS Education: *GEMS Education*
- Mastercard: *Mastercard 2.023: Going To The Next Level*
- Mubadala: *MUBADALA LARGE IN-HOUSE TEAM OF THE YEAR*
- Ras Al Khaimah Tourism Development Authority: *RAKTDA In-House Team of the Year*
- Red Sea Global: *Red Sea Global*
- The Environment Agency - Abu Dhabi: *The Environment Agency - Abu Dhabi (EAD) with Seven Media*

Small Agency of the Year

- By Niggi Marketing Management: *People Influence People*
- Current Global MENAT: *Current Global MENAT*
- Matrix PR: *Matrix Public Relations: Where Impact Speaks Louder Than Size*
- Place Communications: *Place Communications*
- Soul Communications: *Soul Communications*
- Tales & Heads: *Tales & Heads - Making Waves*

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People & Teams

Medium Agency of the Year

- Action Global Communications
- ATTELINE DMCC
- Brazen MENA
- Gambit Communications: *Big Moves Only!*
- Havas Red Middle East: *Bigger. Better. Bolder. Borderless.*

Large Agency of the Year

- Acorn Strategy: *A Year to Remember: Acorn is Blooming*
- BLJ Worldwide
- Four Agency Worldwide: *Together we make a difference*
- Hill & Knowlton: *Still innovating the future of Public Relations*
- Memac Ogilvy: *A year of cultural, social, and economic impact from Memac Ogilvy*
- Weber Shandwick MENAT: *Large Agency of the 'New Frontier'*

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