

# 2023 MEPRA Awards Winners



## Supporting Partners

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# 2023 MEPRA Awards Winners

## Best Campaign in Market

### Best Campaign - Bahrain



**GOLD**

Weber Shandwick MENAT and Yas Island  
*Yas Island's Upbeat Summer Feat. Miami Band*



**SILVER**

Memac Ogilvy and Seef Mall  
*Seef 25*



**BRONZE**

stc Bahrain  
*Ana Laha*

### Best Campaign - Egypt



**GOLD**

Havas Red Middle East  
*ADIDAS CLUB ORIGINALS REINVENTS NOSTALGIA WITH HAVAS RED*



**SILVER**

Hill & Knowlton with Instagram by Meta  
*Forever is Now II*



**BRONZE**

Weber Shandwick MENAT and Mastercard  
*Redefining B2B Engagement in Egypt*

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# 2023 MEPRA Awards Winners

## Best Campaign in Market

### Best Campaign - Jordan



**GOLD**

Memac Ogilvy  
*"THE INCREDIBLE HOST"*



**SILVER**

Memac Ogilvy  
*A PROMISE FULFILLED, A LEGACY INSTILLED*

### Best Campaign - Kuwait



**GOLD**

Weber Shandwick and McDonald's Kuwait  
*McNuggets: Making 40 a Golden Jubilee*



**SILVER**

Weber Shandwick and Pret A Manger Kuwait  
*From London to Kuwait*



**BRONZE**

Weber Shandwick MENAT and Yas Island  
*Yas Island's Upbeat Summer Feat. Miami Band*

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# 2023 MEPRA Awards Winners

## Best Campaign in Market

### Best Campaign - Oman



**GOLD**

Weber Shandwick MENAT and  
NLGIC Group  
*Together we thrive*

### Best Campaign - Qatar



**GOLD**

Memac Ogilvy and Qatar Foundation  
*Managing the Global Narrative For the  
Most Discussed Event on the Planet  
the FIFA World Cup*



**SILVER**

Teneo & The Supreme Committee  
for Delivery & Legacy  
*FIFA World Cup Qatar 2022™*



**BRONZE**

Memac Ogilvy and Qatar Foundation  
*CHAMPIONING THE UNIQUE &  
DIVERSE VOICES OF QATAR  
FOUNDATION*

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# 2023 MEPRA Awards Winners

## Best Campaign in Market

### Best Campaign - Saudi Arabia



**GOLD**

HAVAS RED MIDDLE EAST  
*WEAVED AS ONE: ADIDAS & SAFF  
LAUNCH SAUDI NATIONAL JERSEY  
KIT WITH HAVAS RED*



**SILVER**

Hill & Knowlton with Royal  
Commission for AlUla  
*AlUla Moments*



**BRONZE**

Hill & Knowlton with NEOM Green  
Hydrogen Company  
*A Saudi Arabian project with global  
impact*

### Best Campaign - UAE



**GOLD**

Memac Ogilvy  
*The Alternative Alphabet*



**SILVER**

Hill & Knowlton with TECOM Group  
and Emirates Red Crescent  
*The Good Store*



**BRONZE**

Weber Shandwick MENAT and  
Mastercard  
*Inclusivity At Your Fingertips*

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# 2023 MEPRA Awards Winners

## Sector

### Best Arts & Culture Campaign



**GOLD**

Hill & Knowlton with Instagram by Meta  
*Forever is Now II*



**SILVER**

BLJ Worldwide  
*Qatar-MENASA 2022 Year of Culture,  
10 Year Anniversary*



**BRONZE**

Action Global Communications  
*Emirates Airline Festival of Literature*

### Best Automotive Campaign



**GOLD**

Impact Porter Novelli and Al-Futtaim Automotive  
*Future Mobility Day: Heralding a new  
e-mobility era*



**SILVER**

Bentley Motors & Performance Communications  
*Extraordinary Women Saudi Arabia*



**BRONZE**

Gambit Communications & Al Futtain Polestar  
*A Polestar is Born!*

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# 2023 MEPRA Awards Winners

## Sector

### Best Business to Business Campaign



**GOLD**

Hill & Knowlton with TECOM Group  
and Emirates Red Crescent  
*The Good Store*



**SILVER**

Travelport  
*The 7 Wonders Challenge*



**BRONZE**

Abu Dhabi Chamber & Four Agency  
Worldwide  
*Positioning Abu Dhabi as the top  
choice in the region for doing business  
by 2025*

### Best Consumer Goods Campaign



**GOLD**

Current Global, FP7 and Heinz  
*Going Viral with Ketch-Up and  
Down*



**SILVER**

Gambit Communications & Al  
Futtaim Polestar  
*A Polestar is Born!*



**BRONZE**

Johnson's Baby with Four Agency  
Worldwide  
*Baby Expo*

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# 2023 MEPRA Awards Winners

## Sector

### Best Consumer Services Campaign



**GOLD**

Weber Shandwick MENAT and  
OnStar by General Motors  
*Shining a light on road safety  
through their eyes*



**SILVER**

Soul Communications - Deliveroo  
*Deliveroo BBQ Anywhere Kit*



**BRONZE**

The Ritz-Carlton Abu Dhabi, Grand  
Canal & Four Agency Worldwide  
*Sustainability meets luxury at The  
Ritz-Carlton Abu Dhabi, Grand Canal*

### Best F&B Campaign



**GOLD**

Sticky Ginger  
*Hendrick's Cucumber Day 2022*



**SILVER**

Current Global, FP7 and Heinz  
*Going Viral with Ketch-Up and  
Down*



**BRONZE**

Dubai World Trade Center and  
Four Agency Worldwide  
*The biggest and best Gulfood to  
date*

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# 2023 MEPRA Awards Winners

## Sector

### Best Fashion or Beauty Campaign



**GOLD**

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*



**SILVER**

HAVAS RED MIDDLE EAST  
*KENZO PARIS SHEDS ITS TIGER  
STRIPE IN DUBAI, WITH HAVAS RED*



**BRONZE**

BLJ Worldwide  
*Qatar Creates 2022: Qatar Fashion  
United By CR Runway*

### Best Financial Services Campaign



**GOLD**

Memac Ogilvy  
*BUILD-UP TO A BILLION DOLLAR  
DEAL*



**SILVER**

Weber Shandwick MENAT and  
Mastercard  
*Redefining B2B Engagement in Egypt*



**BRONZE**

Mastercard  
*Mastercard 2.023: Going To The  
Next Level*

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# 2023 MEPRA Awards Winners

## Sector

### Best Government Communications & Public Affairs Campaign



**GOLD**

Hill & Knowlton with the Royal  
Commission for AlUla  
*Arabian Leopard*



**SILVER**

Memac Ogilvy  
*"THE INCREDIBLE HOST"*



**BRONZE**

Emirates Nuclear Energy Corporation  
& Four Agency Worldwide  
*Accelerating our path to Net Zero*

### Best Healthcare Campaign



**GOLD**

Weber Shandwick MENAT and  
Department of Health Abu Dhabi  
*Gifting Lives with 'Hayat'*



**SILVER**

Deliveroo and MSD  
*Embrace Campaign*



**BRONZE**

Atteline  
*Houna Initiative*

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# 2023 MEPRA Awards Winners

## Sector

### Best Retail Campaign



**GOLD**

Hill & Knowlton with TECOM Group  
and Emirates Red Crescent  
*The Good Store*



**SILVER**

HAVAS RED MIDDLE EAST  
*CITY WALK'S DFF WINS HEARTS &  
INSTA LIKES, FOR MEREX  
INVESTMENT BY HAVAS RED*



**BRONZE**

Al-Futtaim IKEA  
*Proudly Second Best*

### Best Sports & Recreational Campaign



**GOLD**

Memac Ogilvy and Qatar Foundation  
*Managing the Global Narrative For  
The Most Discussed Event On The  
Planet, the FIFA World Cup*



**SILVER**

Place Communications with Special  
Olympics UAE  
*Road to Berlin*



**BRONZE**

Hill & Knowlton with the Saudi  
Arabian Football Federation  
*Tactics for Tomorrow*

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# 2023 MEPRA Awards Winners

## Sector

### Best Technology Campaign



**GOLD**

Gambit Communications & Acer  
*Proud to Be Green!*



**SILVER**

Travelport  
*The 7 Wonders Challenge*



**BRONZE**

Acorn Strategy  
*ADDA & TAMM AT GITEX 2022: ABU  
DHABI'S DIGITAL TRANSFORMATION  
JOURNEY*

### Best Transportation & Logistics Campaign



**GOLD**

Dubai CommerCity & Four Agency  
Worldwide  
*SparkBiz*



**SILVER**

Memac Ogilvy  
*AviLease - BUILD-UP TO A BILLION  
DOLLAR DEAL*



**BRONZE**

Weber Shandwick MENAT and  
Chevrolet  
*Accessorize your adventure with  
the Chevrolet Silverado ZR2*

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# 2023 MEPRA Awards Winners

## Sector

## Techniques & services

### Best Travel & Tourism & Hospitality Campaign

### Best Campaign Demonstrating DE&I Initiatives



**GOLD**

Memac Ogilvy  
*"THE INCREDIBLE HOST"*



**GOLD**

Memac Ogilvy  
*The Alternative Alphabet*



**SILVER**

Wizz Air and Four Agency  
Worldwide  
*Save more, see more, be more*



**SILVER**

Dubai Holding  
*She is*



**BRONZE**

Ras Al Khaimah Tourism  
Development Authority  
*Get More*



**BRONZE**

Weber Shandwick MENAT,  
Publicis Sapient and Mastercard  
*Her Voice is priceless*

## Supporting Partners

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best Campaign Demonstrating Environmental Initiatives



**GOLD**

Action Global Communications  
*EAD - Mission To Zero*



**SILVER**

Abu Dhabi Future Energy  
Company (Masdar)  
*#PowerToChange*



**BRONZE**

Hill & Knowlton with NEOM Green  
Hydrogen Company  
*Pioneering a green hydrogen future*

### Best Collaborative Campaign



**GOLD**

Current Global, FP7 and Heinz  
*Going Viral with Ketch-Up and  
Down*



**SILVER**

Memac Ogilvy  
*The Alternative Alphabet*



**BRONZE**

GREY Doha & Kidzania Doha  
*The one and only kid-sized ad  
agency*

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best Corporate Reputation Campaign



**GOLD**

Memac Ogilvy and Qatar Foundation  
*Defending the First Arab World Cup*



**SILVER**

Weber Shandwick MENAT and  
Mastercard  
*A Lasting Legacy*



**BRONZE**

Abu Dhabi Future Energy Company  
(Masdar)  
*#PowerToChange*

### Best Crisis Communications/Issues Management Strategy



**GOLD**

Memac Ogilvy and Qatar Foundation  
*Navigating the Uncertainty of the First Arab World Cup*



**SILVER**

Weber Shandwick MENAT and  
Invest Bank  
*Invest Bank - Supporting the De-risking of one of the UAE's Iconic Banks*

## Supporting Partners

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best Integrated Campaign



**GOLD**

Memac Ogilvy  
*The Alternative Alphabet*



**SILVER**

Sticky Ginger  
*Hendrick's Cucumber Day 2022*



**BRONZE**

Soul Communications - Deliveroo  
*LYN'S FOOD ADVENTURE' -  
Deliveroo's Food Waste Storybook*

### Best Internal Communications Campaign or Change Management Campaign



**GOLD**

Mastercard  
*2023: 'The Year of Wellbeing'*



**SILVER**

Aldar  
*Connecting Employees with Workvivo*



**BRONZE**

Action Global Communications  
*Got.Got.Need!*

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best Non-profit / Humanitarian / Charitable Campaign



**GOLD**

Hill & Knowlton with the Royal  
Commission for AlUla  
*Arabian Leopard*



**SILVER**

Weber Shandwick MENAT, FP7 &  
Mastercard  
*Pledge to make a difference*



**BRONZE**

Atteline  
*She and Her Dignity*

### Best Sustainability , Social Responsibility or ESG campaign



**GOLD**

Hill & Knowlton with TECOM Group  
and Emirates Red Crescent  
*The Good Store*



**SILVER**

Atteline  
*UNHCR x Peacefull*



**BRONZE**

Matrix Public Relations and Century  
Financial  
*Staying ahead of the curve: Century  
Financial makes finance a force for  
sustainability*

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best Sustainability Stakeholder Engagement Campaign



**GOLD**

Dubai Holding  
*Life Goals Campaign*



**SILVER**

APCO Worldwide  
*HOW THE UAE WON AN  
INTERNATIONAL ELECTION UAE  
Candidate for Presidency of the WMO*



**BRONZE**

Abu Dhabi Future Energy Company  
(Masdar)  
*#PowerToChange*

### Best Use of Content - Creative, editorial or video



**GOLD**

Hill & Knowlton with TECOM Group  
and Emirates Red Crescent:  
*The Good Store*



**SILVER**

Memac Ogilvy  
*"THE INCREDIBLE HOST"*



**BRONZE**

Memac Ogilvy  
*The Alternative Alphabet*

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best use of Digital Communications



**GOLD**

Memac Ogilvy  
*The Alternative Alphabet*



**SILVER**

Gambit Communications & Al  
Futtaim Polestar  
*A Polestar is Born!*



**BRONZE**

Hill & Knowlton with TECOM Group  
and Emirates Red Crescent  
*The Good Store*

### Best use of Media Relations



**GOLD**

Hill & Knowlton with Royal  
Commission for AlUla  
*Unmasking History*



**SILVER**

Gambit Communications & Porsche  
*Icons of Porsche Returns!*



**BRONZE**

42 Abu Dhabi & Four Agency  
Worldwide  
*Generation 42 Abu Dhabi*

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best Use of Thought Leadership



**GOLD**

BPG Group  
*Winning Back Trust for KPMG*



**SILVER**

Gambit Communications & Help AG  
*Turning the Tables on Cybercriminals!*



**BRONZE**

Memac Ogilvy  
*The Alternative Alphabet*

### Best Launch/ Live Event / Stunt



**GOLD**

Weber Shandwick MENAT and  
Department of Health Abu Dhabi  
*Gifting Lives with 'Hayat'*



**SILVER**

Acorn Strategy  
*ADGM's RESOLVE 2023: HARNESSING  
INSIGHTS FOR EXCELLENCE*



**BRONZE**

Current Global, FP7 and Heinz  
*Going Viral with Ketch-Up and  
Down*

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best Use of Data & Insights



**GOLD**

Current Global, FP7 and Heinz  
*Going Viral with Ketch-Up and Down*



**SILVER**

Gambit Communications & Help AG  
*Turning the Tables on Cybercriminals!*



**BRONZE**

Acorn Strategy  
*ADGM's RESOLVE 2023: HARNESSING INSIGHTS FOR EXCELLENCE*

### Best Use of Influencer or Brand Ambassador



**GOLD**

Hill & Knowlton with Saudi Pro League  
*Revealing Ronaldo*



**SILVER**

Gambit Communications & Acer  
*Proud to Be Green!*



**BRONZE**

Weber Shandwick MENAT and Department of Health Abu Dhabi  
*Gifting Lives with 'Hayat'*

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# 2023 MEPRA Awards Winners

## Techniques & services

### Best Use of Limited Budget



**GOLD**

Weber Shandwick MENAT and Warner Bros. World™ Abu Dhabi with Etihad Airways  
*Taken by surprise!*



**SILVER**

Havas Red Middle East  
*CITY WALK'S DFF WINS HEARTS & INSTA LIKES, FOR MEREX INVESTMENT BY HAVAS RED*



**BRONZE**

Atteline  
*Houna Initiative*

## People & Teams

### The “Dave Robinson” Awards for Outstanding Young Communicator of the Year



**WINNER**



*Khyati Megchiani*  
Brazen MENA



**HIGHLY  
COMMENDED**



*Yara Hamdan*  
Weber Shandwick MENAT

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



**WINNER**



Brazen MENA

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# 2023 MEPRA Awards Winners



## People & Teams

### In-House Team of the Year



**WINNER**



GEMS Education

### Medium Agency of the Year



**WINNER**



Gambit Communications  
*Big Moves Only!*

### Small Agency of the Year



**WINNER**



Current Global MENAT

### Large Agency of the Year



**WINNER**



Hill & Knowlton  
*Still innovating the future of  
Public Relations*

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