

مبرة awards | CELEBRATING  
mepra 2026 | 25 YEARS

2026 MEPRA AWARDS  
ENTRY GUIDELINES & PROCESS

## ELIGIBILITY & SUBMISSION REQUIREMENTS

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The Middle East Public Relations Association (MEPRA) Awards are open to public relations consultancies, freelancers, in-house teams, digital agencies, media owners, students, and academics. Submissions are accepted from organisations headquartered in or actively operating within the Middle East region.

Entries may be submitted either directly by the organisation or on behalf of another party; however, it is the entrant's responsibility to secure all necessary permissions for the use of any brand, client intellectual property, or third-party materials.

Freelancers may submit work they have delivered; however, they must ensure they have obtained all necessary permissions from clients to do so.

For team-based categories, financial information must reflect the organisation's most recent full financial year.

## SECTOR ELIGIBILITY

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Campaigns may be entered into sector-specific categories even if the organisation's core business does not sit within that sector, provided that the campaign is clearly relevant to and designed for that sector.

## ELIGIBILITY PERIOD

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All entries must relate to work delivered between **1 May 2025 and 16 July 2026**.

Entries submitted must not have been entered into previous MEPRA Awards. Any duplicate submissions will be disqualified and will not proceed to judging.

# TAILORED ENTRIES & MULTIPLE CATEGORY SUBMISSIONS

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Entrants may submit the same campaign to multiple categories, provided that each submission meets the following requirements:

## Tailored Submissions

Entries must be tailored specifically to the chosen category. Submitting identical or copy-pasted content across multiple categories is strongly discouraged and may result in disqualification.

## Category Relevance

The insights, strategy, channels, tactics, and results must clearly align with the discipline being judged (e.g. Social Media vs Integrated vs Influencer).

## Supporting Evidence Alignment

Any supporting materials must reinforce the category-specific focus of the written submission.

## Maximum Category Submissions

Each campaign may be entered in a maximum of eight **(8)** categories.

This approach ensures that judges can accurately evaluate work based on discipline-specific excellence.

# SUBMISSION FORMAT & REQUIREMENTS

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Word count (up to maximum 1,000 words per entry)

All campaign entries must be structured across the following sections:

- Identification of Issue & Objective Setting – up to maximum 150 words
- Research & Data – up to maximum 150 words
- Strategy & Planning – up to maximum 150 words
- Channels & Tactics – up to maximum 150 words
- Why Should This Campaign Win – up to maximum 200 words
- Results & Evaluation – up to maximum 200 words

All entries must be submitted directly through the awards platform using the designated fields and word limits for each section.

The platform enforces the maximum word count and will not allow submissions that exceed the specified limits.

Entrants should ensure responses are clear, concise, and well-structured. As judging is based primarily on the written submission, clarity of language and logical flow are essential for effective evaluation.

## USE OF AI TOOLS

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To ensure fairness, authenticity, and the integrity of the Awards, all entries must be the original work of the submitting organisation. The use of AI tools to generate or write entry submissions is not permitted.

Similarly, judges are required to assess entries independently and must not use AI tools to support or influence their evaluation. Any breach of this may result in disqualification.

## SUPPORTING MATERIALS

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Any supporting materials must reinforce the category-specific focus of the written entry submission. Supporting materials may be uploaded separately and are intended to provide additional context only.

- Upload supporting files (JPEG, PNG, PDF, or links), maximum 5MB per file
- Video content must be hosted on YouTube or Vimeo (password-protected links accepted with passwords provided)
- URLs must remain active throughout the judging period
- Ensure all links, logins, and passwords are accessible

## SUBMISSION PLATFORM REQUIREMENTS

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All entries must be submitted through the official [2026 MEPRA Awards Platform](#)

Entrants must also provide:

- A maximum 40-word overview (for possible publication)
- A maximum 150-word summary (for possible publication)
- One high-resolution campaign image (for publication if shortlisted)
- Organisation and client logos in high-resolution vector/ai format

Please ensure that organisation names, client names, and campaign titles are accurate at submission. No amendments will be permitted after submission.

## CONFIDENTIALITY

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Entrants may mark specific sections of their submission as confidential. Confidential information will only be accessible to judges and will not be published.

A non-confidential summary must still be provided for use in announcements and marketing if shortlisted.

## DISQUALIFICATION & QUALITY CONTROL

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MEPRA reserves the right to disqualify entries that:

- Are not tailored to the selected category
- Contain identical or duplicate content across multiple submissions
- Do not meet eligibility or category requirements
- Contain false, misleading, or unverifiable information
- Fail to provide required permissions for use of client or third-party content

## QUALITY ASSURANCE NOTE

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All submissions will undergo an initial administrative and editorial review prior to judging to ensure compliance with category relevance and duplication guidelines. Entries identified as non-compliant may be disqualified before reaching the judging stage.

## PERMISSIONS & RESPONSIBILITY

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Entrants are solely responsible for securing written permission from clients to use their name or logo in any entry and associated online mentions. MEPRA disclaims all accountability for any legal disputes arising from the failure to obtain such permission.

## MULTIPLE SUBMISSIONS & FEES

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- You may submit multiple categories for the same campaign. A 50% discount applies to additional submissions of the same campaign.
- Entry fees may be paid by credit card, cheque, or bank transfer.
- Entries will not proceed to judging unless payment is received within five working days of the final closing date.

## MEMBERSHIP RATE ELIGIBILITY FOR TEAMS CATEGORIES

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To qualify for member rates within the Teams categories, organisations must hold a membership tier that corresponds with the category entered.

Example: If a Silver member agency enters the Large Agency of the Year category, it must upgrade its membership tier or pay the non-member entry fee.

For membership verification, contact: [community@mepra.org](mailto:community@mepra.org)

## JUDGING BASIS, CONFIDENTIALITY & PUBLICATION

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- Judging is based primarily on the written submission. Supporting materials are supplementary and will not compensate for weak or incomplete entries.
- Judges will evaluate entries based on strategic clarity, insight-led thinking, creative execution, and measurable impact aligned with the stated objectives.
- All judges sign confidentiality agreements.
- Judges recuse themselves from scoring entries from their own organisation or in cases of conflict of interest.
- To be shortlisted, campaigns must achieve a minimum score of 70% based on the defined criteria. Only the ten highest-scoring campaigns will be selected for the shortlist.
- An independent adjudicator(s) oversees fairness.
- The organisers may publish the summaries of winning and shortlisted submissions. Sensitive content (e.g., budget figures) should be marked “not for publication”.

## FORCE MAJEURE AND CONTINGENCY

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MEPRA reserves the right to amend timelines, processes, and event delivery where circumstances beyond its reasonable control arise. This includes, but is not limited to, regional instability, conflict, government restrictions, public health considerations, or any other force majeure event.

In such circumstances, MEPRA may, at its sole discretion:

- Adjust entry deadlines, judging timelines, or interview schedules
- Modify the format of the judging process or Awards ceremony (including virtual or hybrid delivery)
- Postpone or reschedule key milestones or the Awards ceremony

Any such changes will be communicated to entrants, judges, and partners in a timely manner. MEPRA will take all reasonable steps to ensure the integrity and fairness of the Awards process is maintained.

## **TIMELINE**

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- Entry open: **Thursday, 23 April 2026**
- Early-bird entries close: **Monday, 25 May 2026, 11:59 PM** Gulf Standard Time
- Final entries close: **Thursday, 16 July 2026, 11:59 PM** Gulf Standard Time
- Finalists announced: **W/C 19 October 2026**
- Young Communicator of the Year interviews: **29 October 2026**
- The MEPRA Awards Presentation Ceremony and Winners Announcement: **Thursday, 26 November 2026 in Dubai**

# ENTRY FEES

## Members:

**Early Bird Entry Fee: AED 865 (23 April – 25 May 2026)**

**Additional Category Early-Bird Entry Fee: AED 435** per additional entry for the same campaign in each additional category

**Standard Entry Fee: AED 1,050**

**Additional Category Entry Fee: AED 520** per additional entry for the same campaign in each additional category

## Non-Members:

**Early Bird Entry Fee: AED 1,295 (23 April – 25 May 2026 )**

**Additional Category Early-Bird Entry Fee: AED 649** per additional entry for the same campaign in each additional category

**Standard Entry Fee: AED 1,600**

**Additional Category Entry Fee: AED 780** for the same campaign in each additional category



# CATEGORIES & SCORING

# Main Submission Criteria for all Campaign Categories

*Total word count – up to maximum 1,000 words*

## Identification of Issue & Objective Setting (15%) – up to 150 words

- Was the issue or challenge clearly defined from both a business and communications perspective?
- Were the objectives relevant, well-defined, and aligned with addressing the identified challenge?
- Were clear and measurable communication objectives outlined?

## Research & Data (15%) – up to 150 words

- How was research used to inform the strategy and objectives?
- Did the entry demonstrate how insights shaped decisions?
- Was a range of data sources used to develop a well-informed approach?

## Strategy & Planning (15%) – up to 150 words

- Was a clear, logical, and insight-led strategy presented?
- Did the strategic rationale directly connect to the identified issue?
- Was the tactical plan aligned with the strategy and appropriately structured?

## Channels & Tactics (15%) – up to 150 words

- How well did the chosen channels and tactics align with the target audience and campaign objectives?
- Did insights inform channel and tactic selection?
- Were the tactics creative, innovative, and well-integrated?
- Was the execution clear, effective, and feasible?
- Were challenges addressed and managed effectively?

## Why Should the Campaign Win? (20%) – up to 200 words

- What makes this campaign distinctive, innovative, or category-defining?
- How does it stand out compared to other campaigns in the same category?
- What was its overall impact on the target audience, stakeholders, or community?
- Why should it be recognised as best in class?

## Results & Evaluation (20%) – up to 200 words

- Were clear outputs, outcomes, KPIs, and success metrics (traditional, digital, or social) defined?
- How was success measured and evaluated?
- Did the campaign demonstrate measurable impact (business, reputational, behavioural, or societal)?
- Was evaluation clearly linked back to the original objectives?

# SECTORS

The image features a dark, almost black background. In the center, there is a bright, glowing yellow sunburst or starburst effect. Four thick, golden, glowing lines extend from the center towards the corners, forming a diamond or square shape. The background is filled with numerous small, scattered golden stars and light particles, creating a starry or cosmic atmosphere.

# BEST CAMPAIGN IN ARTS, CULTURE & HERITAGE

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This category recognises outstanding communications campaigns delivered within the arts, culture, and heritage sectors, including museums, galleries, cultural institutions, festivals, creative initiatives, and cultural tourism programmes.

## Eligible campaigns may include:

- Cultural festivals or creative programmes
- Museum, gallery, or heritage campaigns
- Cultural tourism or destination storytelling initiatives
- Arts funding, preservation, or community culture projects
- National identity or legacy communication campaigns

## Judges will look for:

- Strong cultural insight and relevance
- Compelling creative storytelling and strategic clarity
- Effective audience engagement or participation
- Strong execution across channels
- Measurable impact on cultural participation, awareness, reputation, or visitor growth
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN AUTOMOTIVE

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This category recognises outstanding communications campaigns delivered within the automotive sector, including vehicle manufacturers, mobility brands, dealerships, aftermarket services, and automotive innovation initiatives.

## Eligible campaigns may include:

- New vehicle or model launch campaigns
- Brand positioning or reputation initiatives
- Electric vehicle (EV) or innovation communications
- Dealer network or customer experience campaigns
- Motorsport or performance brand activations
- Safety, sustainability, or mobility awareness programmes
- Aftermarket services or ownership experience communications

## Judges will look for:

- Clear understanding of consumer or market dynamics
- Insight-led strategy and defined objectives
- Creative and integrated execution across relevant channels
- Strong engagement with drivers, buyers, enthusiasts, or stakeholders
- Demonstrable impact on brand awareness, perception, consideration, test drives, sales, or loyalty
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN CONSUMER GOODS (FMCG)

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This category recognises outstanding communications campaigns delivered within the fast-moving consumer goods (FMCG) sector, excluding food, beverage, fashion, and beauty brands.

## Eligible campaigns may include:

- Household or cleaning product campaigns
- Hygiene or personal health product communications
- Pet care or family care brand initiatives
- Home care or lifestyle consumer goods campaigns
- Retail-driven shopper marketing or product activation campaigns
- High-frequency packaged consumer product launches

## Judges will look for:

- Clear understanding of consumer behaviour and competitive market dynamics
- Insight-led strategy and defined objectives
- Creative execution suited to fast-paced FMCG environments
- Effective integration across retail, media, digital, influencer, or experiential channels
- Demonstrable impact on awareness, engagement, penetration, sales, or brand perception
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN CONSUMER SERVICES

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This category recognises outstanding communications campaigns promoting consumer-facing services, including lifestyle platforms, hospitality concepts, delivery services, telecommunications, mobility apps, subscription offerings, and digital or on-demand service launches.

## Eligible campaigns may include:

- Delivery or mobility platform communications
- Telecommunications or digital service campaigns
- Lifestyle, wellness, or subscription services
- Consumer-focused real estate or rental services
- Entertainment or on-demand platforms
- Customer experience or retention initiatives

## Judges will look for:

- Strong understanding of consumer behaviour and market dynamics
- Clear articulation of brand or service differentiation
- Creative and integrated execution across channels
- Effective engagement driving trial, usage, or loyalty
- Measurable impact on sign-ups, sales, footfall, retention, or brand perception
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN EDUCATION

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This category recognises outstanding communications campaigns delivered within the education sector, including schools, universities, training institutions, edtech platforms, and learning initiatives.

## Eligible campaigns may include:

- Student recruitment or admissions campaigns
- Education awareness or skills development initiatives
- University, school, or edtech communications
- Research, innovation, or academic reputation campaigns
- Youth engagement or learning participation programmes

## Judges will look for:

- Clear understanding of the education challenge or opportunity
- Insight-led strategy and defined objectives
- Creative and effective execution
- Meaningful engagement with students, parents, educators, or communities
- Measurable impact on awareness, participation, reputation, or behaviour within learning communities
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN FINANCIAL & PROFESSIONAL SERVICES

This category recognises outstanding communications campaigns delivered within the financial and professional services sectors, including banking, insurance, investment, fintech, consulting, legal, accounting, and advisory services.

## Eligible campaigns may include:

- Banking, fintech, insurance, or investment communications
- Consulting, legal, accounting, or advisory firm campaigns
- Thought leadership or industry positioning initiatives
- Regulatory or market education
- Financial literacy programmes
- Reputation or trust-building campaigns
- Service or product launches
- Stakeholder or client engagement programmes

## Judges will look for:

- Clear understanding of the market or reputational challenge/opportunity
- Insight-led strategy aligned with business or stakeholder objectives
- Credible, clear, and authoritative messaging
- Creative yet appropriate execution for regulated or complex sectors
- Effective engagement with clients, investors, regulators, employees, or the public
- Measurable impact on reputation, awareness, trust, or business performance
- Strong evaluation aligned with campaign goals

# BEST CAMPAIGN IN GOVERNMENT COMMUNICATIONS & PUBLIC AFFAIRS

This category recognises outstanding communications campaigns delivered for government entities, public sector organisations, or public affairs initiatives.

## Eligible campaigns may include:

- Public sector awareness or education campaigns
- Policy, regulatory, or legislative communications
- Citizen engagement or behaviour change initiatives
- National priority or societal impact programmes
- Public affairs or advocacy campaigns
- Government-to-citizen (G2C), government-to-business (G2B), or stakeholder communications
- Public service announcements (PSAs) or large-scale outreach initiatives

## Judges will look for:

- Clear articulation of the public issue or communication objective
- Insight into citizen, community, or stakeholder needs
- Strategic alignment with government priorities or mandates
- Accessible, credible, and culturally relevant messaging
- Effective multi-channel execution
- Meaningful stakeholder or citizen engagement
- Measurable impact on awareness, participation, behavioural change, programme uptake, or trust indicators
- Strong evaluation aligned with policy priorities, national initiatives, or public interest outcomes

# BEST CAMPAIGN IN HEALTHCARE & WELL-BEING

This category recognises outstanding communications campaigns delivered within the healthcare and well-being sectors, including medical providers, pharmaceutical and biotech organisations, public health initiatives, wellness and preventative health programmes, mental health initiatives, and health insurance communications.

## Eligible campaigns may include:

- Hospital, clinic, or healthcare provider campaigns
- Public health awareness or behaviour change initiatives
- Pharmaceutical, biotech, or medical device communications
- Patient education or disease awareness programmes
- Wellness, preventative healthcare, or mental health campaigns
- Health insurance or healthcare service communications
- Government or health authority initiatives
- Community health or well-being outreach programmes

## Judges will look for:

- Clear understanding of the health or well-being challenge or opportunity
- Insight-led strategy and defined objectives
- Responsible, accurate, and ethical messaging
- Creative approaches to engaging diverse health and well-being audiences
- Effective execution across appropriate channels
- Measurable impact on addressing health challenges, awareness, engagement, behaviour change, participation, trust, overall well-being outcomes, or quality-of-life improvements
- Evidence of collaboration with credible medical, wellness, or institutional stakeholders (where relevant)
- Strong evaluation aligned with campaign goals

# BEST CAMPAIGN IN PROPERTY & REAL ESTATE

This category recognises outstanding communications campaigns delivered within the property, real estate, and built environment sector, including residential, commercial, retail, mixed-use, and urban development initiatives.

## Eligible campaigns may include:

- Residential or commercial property launch campaigns
- Master developments or large-scale urban projects
- Smart city or infrastructure communications
- Community engagement or placemaking initiatives
- Real estate investment or capital markets communications
- Government or PPP-led development programmes
- PropTech or innovation-led real estate campaigns
- Retail or destination development communications

## Judges will look for:

- Clear understanding of the development context and stakeholder landscape
- Insight-led strategy and defined objectives
- Compelling storytelling that simplifies complex propositions
- Effective engagement with investors, residents, partners, or communities
- Creative execution across relevant channels
- Demonstrable impact on awareness, perception, reputation, sales, investment interest, or community participation
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN RETAIL, FASHION & BEAUTY

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This category recognises outstanding communications campaigns delivered within the retail, fashion, or beauty sectors.

## Eligible campaigns may include:

- Retail store openings or experiential activations
- Fashion or beauty product launches
- Influencer or social commerce campaigns
- Seasonal or promotional retail initiatives
- E-commerce or omnichannel campaigns
- Brand collaborations or limited-edition drops

## Judges will look for:

- Clear understanding of the retail or consumer challenge/opportunity
- Insight-led strategy and defined objectives
- Creative execution that drives attention and engagement
- Strong integration across media, digital, influencer, or experiential channels
- Demonstrable impact on awareness, consideration, brand perception, customer behaviour, footfall, sales, online performance, or loyalty
- Measurable results aligned with campaign goals

# BEST CAMPAIGN IN SPORTS & RECREATION

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This category recognises outstanding communications campaigns delivered within the sports and recreation sector, including sporting events, teams, leagues, fitness initiatives, and fan engagement programmes.

## Eligible campaigns may include:

- Major tournaments, leagues, or sporting event campaigns
- Sponsorship or partnership activations
- Athlete, team, or federation communications
- Grassroots, youth, or community sports initiatives
- Fitness, wellness, or recreational participation programmes
- Fan engagement or digital community campaigns
- Government-led physical activity or national sports initiatives

## Judges will look for:

- Clear understanding of sports culture and audience dynamics
- Insight-led strategy and defined objectives
- Creative storytelling or experiential audience engagement
- Effective execution across relevant channels
- Demonstrable impact on participation, fan engagement, awareness, reputation, sentiment, or commercial value
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN TECHNOLOGY

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This category recognises outstanding communications campaigns delivered within the technology sector, including consumer and enterprise technology brands, platforms, products, and innovation initiatives.

## Eligible campaigns may include:

- Consumer or enterprise technology product launches
- Innovation or digital transformation communications
- AI, cybersecurity, cloud, SaaS, fintech, or emerging technology campaigns
- Technology adoption or behaviour change initiatives
- B2B technology positioning or thought leadership programmes
- Public education campaigns explaining complex technologies
- Brand reputation or innovation storytelling initiatives

## Judges will look for:

- Clear understanding of technology trends and audience needs
- Insight-led strategy and defined objectives
- Ability to communicate complex or technical concepts clearly
- Creative and integrated execution across relevant channels
- Effective engagement with consumer, business, or specialist audiences
- Demonstrable impact on awareness, understanding, adoption, reputation, or business outcomes
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN TRANSPORTATION & LOGISTICS

This category recognises outstanding communications campaigns delivered within the transportation infrastructure, logistics, freight, aviation, maritime, and supply chain sectors.

## Eligible campaigns may include:

- Airline or aviation service communications
- Rail, metro, or public transportation initiatives
- Logistics, freight, cargo, or shipping campaigns
- Port, maritime, or infrastructure communications
- Supply chain or operational transformation initiatives
- Transport safety, compliance, or regulatory awareness campaigns
- Service launches, route expansions, or network announcements

## Judges will look for:

- Clear understanding of the sector challenge or opportunity
- Insight-led strategy and defined objectives
- Effective engagement with passengers, businesses, regulators, or stakeholders
- Clear and credible messaging suited to operational or infrastructure contexts
- Strong execution across appropriate channels
- Demonstrable impact on awareness, usage, reputation, stakeholder participation, performance, efficiency, or business outcomes.
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN TRAVEL, TOURISM & HOSPITALITY

This category recognises outstanding communications campaigns delivered within the travel, tourism, and hospitality sector, including destination marketing, tourism experiences, hospitality brand communications, and food & beverage concepts or dining experiences linked to hospitality or tourism.

## Eligible campaigns may include:

- Destination marketing or tourism authority campaigns
- Hotel, resort, cruise, or hospitality brand communications
- Restaurant, dining concept, or hospitality-led food & beverage campaigns
- Experiential or cultural tourism initiatives
- Travel awareness or seasonal promotion campaigns
- Influencer or content-led travel storytelling (as part of integrated campaigns)
- B2B travel trade or industry positioning initiatives
- Responsible or sustainable tourism communications

## Judges will look for:

- Clear understanding of traveller or guest motivations and market dynamics
- Insight-led strategy and defined objectives
- Creative storytelling that showcases destination, hospitality, or dining distinctiveness
- Culturally authentic and engaging narrative development
- Effective execution across relevant channels
- Demonstrable impact on awareness, bookings, visitor engagement, footfall, sentiment, or reputation
- Clear evaluation aligned with campaign goals

# TECHNIQUES

The image features a dark, starry background with a central sunburst of golden light. Two bright, glowing golden lines curve across the top and bottom of the frame, framing the central text. The overall aesthetic is futuristic and high-tech.

# BEST BRAND ACTIVATION EVENT

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This category recognises outstanding experiential brand activations or events designed to create immersive, memorable audience experiences and bring a brand or message to life.

## Eligible campaigns may include:

- Experiential activations, pop-ups, or interactive installations
- Product launches or unveiling events
- Consumer or stakeholder engagement activations
- Retail or in-mall experiences and roadshows
- B2B or industry-focused activation events
- Hybrid (physical and digital) experiential campaigns
- Multi-sensory or themed brand experiences

## Judges will look for:

- Clear strategic objective and relevance of the activation concept
- Creative and innovative experiential design
- Strong alignment between brand positioning and audience experience
- Meaningful audience engagement and interaction
- Effective integration of storytelling, environment, and technology
- Quality execution across physical or hybrid formats
- Demonstrable impact on awareness, footfall, participation, content sharing, lead generation, sentiment, or conversions
- Clear evaluation aligned with campaign goals

# BEST COLLABORATIVE PARTNERSHIP CAMPAIGN

This category recognises outstanding communications campaigns delivered through strategic collaboration between multiple organisations. This includes multi-agency partnerships, cross-sector collaborations, and initiatives involving multiple stakeholders working towards a shared objective.

Standard agency-client relationships alone are not sufficient unless there is clear evidence of shared strategic responsibility or multi-party collaboration.

Entries should demonstrate how the partnership enhanced creativity, extended reach, combined expertise, or delivered greater impact than could have been achieved independently.

## Eligible campaigns may include:

- Multiple agencies working in partnership
- Cross-sector or brand-to-brand collaborations
- Public-private or NGO partnerships
- Coalition or multi-stakeholder campaigns

Entries must clearly outline the roles and contributions of each party, the rationale for collaboration, and the measurable impact achieved.

## Judges will look for:

- A clear rationale for the collaboration and shared objectives
- Distinct and complementary contributions from each partner
- Evidence of integrated strategy and cohesive execution
- Effective coordination across stakeholders
- Demonstrable impact on reach, credibility, or engagement
- Measurable results aligned with campaign goals

# BEST CORPORATE REPUTATION CAMPAIGN

This category recognises outstanding communications campaigns that strategically build, strengthen, protect, or transform an organisation's reputation among key stakeholders.

## Eligible campaigns may include:

- Corporate reputation-building or repositioning initiatives
- Executive visibility or leadership profiling programmes
- Trust-building or stakeholder engagement campaigns
- Reputation recovery or brand rebuild programmes (outside crisis response)
- Employer reputation or values-led communications
- Corporate purpose, governance, or sustainability storytelling
- Corporate narrative development or rebranding initiatives

## Judges will look for:

- Clear articulation of the reputational challenge or opportunity
- Insight-led strategy and defined objectives
- Consistent and credible narrative development and corporate storytelling across channels
- Meaningful engagement with stakeholders, such as investors, employees, communities, or policymakers
- Integration of leadership positioning, organisational purpose, or corporate values
- Demonstrable impact on awareness, sentiment, perception, trust, credibility, or share of voice
- Clear evaluation aligned with campaign goals

# BEST CRISIS COMMUNICATIONS/ISSUES MANAGEMENT STRATEGY

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This category recognises outstanding communications strategies that effectively manage crises, mitigate reputational risk, or address complex public issues.

## Eligible campaigns may include:

- Corporate or brand crisis response programmes
- Issues management or reputation recovery campaigns
- Regulatory, operational, or leadership-related crisis communications
- Public safety or sensitive incident communications
- Proactive risk mitigation or stakeholder reassurance initiatives
- Complex, multi-stakeholder crisis response strategies

## Judges will look for:

- Clear understanding of the issue context and stakeholder landscape
- Speed, effectiveness, and strategic coordination of response
- Transparent, responsible, and credible messaging
- Strong stakeholder engagement and media management
- Consistency across channels during high-pressure situations
- Demonstrable impact on reputation protection, sentiment stabilisation, trust, stakeholder confidence, or issue resolution
- Clear evaluation aligned with campaign goals

# BEST ESG & SUSTAINABILITY CAMPAIGN

This category recognises communications campaigns that advance environmental sustainability, social impact, ethical governance, or broader ESG priorities.

Entries may be led by corporates, government entities, NGOs, or coalitions.

## Eligible campaigns may include:

- Climate or environmental awareness initiatives
- Recycling, circular economy, conservation, or energy programmes
- Community development or social impact campaigns
- Diversity, inclusion, or wellbeing communications
- Responsible business or ethical governance initiatives
- Corporate sustainability or purpose-led campaigns
- Employee or stakeholder engagement linked to ESG priorities
- Government or NGO-led societal impact programmes

## Judges will look for:

- Clear articulation of the ESG or sustainability challenge/opportunity
- Insight-led strategy and defined objectives
- Authentic, transparent, and credible messaging
- Creative and effective execution
- Strong stakeholder or community engagement
- Cultural relevance within the Middle East
- Measurable impact or behaviour change
- Clear evaluation aligned with campaign goals or ESG indicators

# BEST INTEGRATED CAMPAIGN – B2B

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This category recognises outstanding integrated communications campaigns designed to engage business or professional audiences.

## Eligible campaigns may include:

- Thought leadership or industry positioning programmes
- Lead generation or client acquisition campaigns
- Corporate reputation or brand positioning initiatives
- Product or service launches targeting business audiences
- Trade engagement or industry event-led campaigns
- Multi-channel campaigns integrating PR, digital, content, events, or social

## Judges will look for:

- Clear understanding of the business challenge or opportunity
- Insight-led strategy and defined objectives
- Strong integration across channels and touchpoints
- Consistent and compelling messaging for professional audiences
- Effective engagement with clients, partners, investors, or industry stakeholders
- Demonstrable impact on leads, partnerships, awareness, reputation uplift, or business outcomes
- Clear evaluation aligned with campaign goals

# BEST INTEGRATED CAMPAIGN – B2C

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This category recognises outstanding integrated communications campaigns designed to engage consumer audiences

## Eligible campaigns may include:

- Brand or product launches
- Seasonal or promotional consumer campaigns
- Behaviour change or awareness initiatives
- Influencer, social, experiential, or content-led integrated campaigns
- Multi-channel campaigns combining PR, digital, media, events, or partnerships

## Judges will look for:

- Clear understanding of consumer motivations and market context
- Insight-led strategy and defined objectives
- Creative storytelling and cohesive channel integration
- Effective engagement driving awareness, participation, or purchase behaviour
- Demonstrable impact on reach, awareness, engagement, sentiment, consideration, brand perception, sales uplift, or loyalty
- Clear evaluation aligned with campaign goals

# BEST INTERNAL COMMUNICATIONS OR CHANGE MANAGEMENT CAMPAIGN

This category recognises outstanding internal communications programmes or change management campaigns that engage employees, strengthen organisational culture, support transformation, or improve alignment during periods of change.

## Eligible campaigns may include:

- Organisational transformation or restructuring communications
- Change management initiatives (systems, leadership, culture, strategy)
- Employee engagement or culture-building programmes
- Internal awareness or education campaigns (e.g., wellbeing, ESG, values, compliance)
- Leadership communication or employee alignment initiatives
- Multi-channel internal campaigns using events, digital platforms, or hybrid formats
- Internal crisis or sensitive change communications

## Judges will look for:

- Clear articulation of the internal challenge or objective
- Insight-led strategy tailored to employee segments
- Accessible, engaging, and relevant messaging
- Effective use of appropriate internal channels
- Evidence of leadership alignment or cross-functional collaboration
- Demonstrable impact on engagement levels, participation, understanding, behaviour change, adoption of new processes, or culture indicators
- Clear evaluation aligned with campaign goals

# BEST MEDIA ENGAGEMENT EVENT

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This category recognises outstanding events specifically designed to engage journalists, editors, broadcasters, or other media stakeholders in order to generate coverage, build relationships, or communicate key announcements.

## Eligible campaigns may include:

- Press conferences or media briefings
- Media roundtables or journalist engagement sessions
- Media previews or exclusive launch events
- Site visits, press trips, or behind-the-scenes experiences
- Hybrid or virtual media engagement events
- Thought leadership media forums or editorial discussions

## Judges will look for:

- Clear media engagement objective and strategic relevance
- Strong understanding of media needs and news value
- Compelling storytelling or announcement positioning
- Quality interaction and relationship-building with media
- Effective execution across physical, virtual, or hybrid formats
- Demonstrable impact on coverage quality, media reach, share of voice, message penetration, journalist engagement, or reputation
- Clear evaluation aligned with campaign goals

# BEST STUNT OR LIVE EVENT

This category recognises bold, high-impact stunts or live events designed to capture attention, spark conversation, and generate strong earned media or social engagement.

This category focuses on campaigns where the stunt or live moment is the primary driver of results. Experiential activations focused on audience immersion or brand engagement should be entered into Best Brand Activation Event.

## Eligible campaigns may include:

- Public stunts or disruptive brand moments
- Creative installations or unexpected brand interventions
- Live performances, reveals, or flash activations
- Large-scale public events designed to drive conversation
- Community or culturally driven live moments
- Campaigns built around viral or earned media potential

## Judges will look for:

- Clear strategic rationale and relevance of the stunt or live moment
- Creativity, originality, and boldness of the idea
- Quality execution, including logistics, timing, and risk management
- Ability to generate attention, conversation, and cultural impact
- Strong earned media performance or social engagement
- Demonstrable impact on awareness, perception, audience behaviour, or brand relevance
- Clear evaluation aligned with campaign goals

# BEST USE OF ARTIFICIAL INTELLIGENCE

This category recognises outstanding communications campaigns that strategically and responsibly use artificial intelligence to enhance creativity, insight, targeting, personalisation, content development, or measurement.

## Eligible campaigns may include:

- AI-assisted content creation or personalisation
- Predictive analytics or AI-driven audience insight
- AI-enabled targeting, optimisation, or automation
- Generative AI used for storytelling, design, or production
- Conversational AI or chat-based engagement experiences
- AI-powered media monitoring or trend forecasting
- AI-supported localisation or translation initiatives

## Judges will look for:

- Clear strategic rationale for the use of AI
- Innovation or creativity enabled by AI capabilities
- Responsible implementation with human oversight and ethical safeguards
- Improved relevance, accuracy, or audience experience
- Demonstrable impact on engagement quality, performance, cost/time efficiencies, communication effectiveness, or business outcomes
- Transparency around tools, processes, and evaluation methods
- Clear evaluation aligned with campaign goals

# BEST USE OF INFLUENCERS OR BRAND AMBASSADORS

This category recognises outstanding communications campaigns that strategically leverage influencers, creators, or brand ambassadors to drive awareness, engagement, behaviour change, or measurable impact.

## Eligible campaigns may include:

- Influencer-led brand or product launch campaigns
- Long-term or short-term ambassador programmes
- Integrated creator storytelling or content series
- Multi-tiered influencer collaborations across platforms
- Advocacy, education, or behaviour change initiatives led by creators
- Paid, earned, or value-exchange influencer partnerships

## Judges will look for:

- Clear strategic rationale for influencer or ambassador selection
- Strong alignment between creator identity, audience, and brand objectives
- Authentic, creative, and platform-relevant influencer content
- Meaningful engagement quality and sentiment
- Demonstrable impact linked to influencer activity in terms of awareness, engagement, conversions, or behaviour change
- Evidence that influencer activity was the primary driver of campaign results
- Transparent and responsible influencer practices
- Clear evaluation aligned with campaign goals

## BEST USE OF LIMITED BUDGET – NON-PROFIT/PRO-BONO CAMPAIGN

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This category recognises outstanding communications campaigns delivered for non-profit organisations or pro-bono initiatives that have achieved meaningful impact despite limited financial resources.

Entries must demonstrate delivery within a defined budget threshold of AED 80,000 or less (excluding retainers, agency fees, and project management costs), with a clear breakdown of what is included and over which period of time.

### Eligible campaigns may include:

- NGO awareness or behaviour change campaigns
- Community engagement or social impact initiatives
- Pro-bono campaigns delivered by agencies or partners
- Advocacy, fundraising, or participation programmes
- Low-budget digital, media, or experiential initiatives

### Judges will look for:

- Clear articulation of the challenge and budget constraints
- Insight-led strategy and defined objectives
- Creative and resourceful use of earned media, low-cost channels, or partnerships to maximise results
- Effective audience engagement and message delivery
- Demonstrable impact on awareness, participation, donations, behaviour change, or community outcomes
- Strong evaluation aligned with campaign goals

# BEST USE OF MEDIA RELATIONS – B2B

This category recognises outstanding business-to-business media relations campaigns that effectively engage trade, industry, or specialist media to build thought leadership, influence professional audiences, or strengthen organisational reputation.

Campaigns where the primary objective is media engagement should be entered here. Media-only events may be entered in Media Relations or Best Media Engagement Event, depending on whether the outcome focus is coverage or event experience.

## Eligible campaigns may include:

- Trade or industry media engagement programmes
- Executive profiling or thought leadership media initiatives
- Technical announcements or sector positioning campaigns
- Business press conferences, media briefings, or roundtables
- Trade media press trips, site visits, or immersion experiences
- Multi-channel earned-media storytelling targeting professional audiences

## Judges will look for:

- Clear understanding of industry media landscape and stakeholder dynamics
- Insight-led media strategy and defined objectives
- Strong narrative supported by data, expertise, or market relevance
- Quality engagement with journalists through interviews, briefings, or events
- Credible, high-value earned media coverage (quality over quantity)
- Demonstrable impact on share of voice, industry perception, reputation, or stakeholder influence
- Clear evaluation aligned with campaign goals

# BEST USE OF MEDIA RELATIONS – B2C

This category recognises outstanding consumer-focused media relations campaigns that successfully engage journalists, broadcasters, and media platforms to shape public conversation, enhance brand reputation, or drive consumer awareness.

Campaigns where the primary objective is media engagement should be entered here. Media-only events may be entered in Media Relations or Best Media Engagement Event, depending on whether the outcome focus is coverage or event experience.

## Eligible campaigns may include:

- Consumer media engagement programmes
- Media launch campaigns or announcement strategies
- Press briefings, editorial roundtables, or interview programmes
- Press trips, journalist experiences, or media previews
- Earned media storytelling or brand positioning initiatives
- Integrated earned-first campaigns targeting public audiences

## Judges will look for:

- Clear understanding of consumer media dynamics and audience behaviour
- Insight-led media strategy and defined objectives
- Strong narrative development and message clarity
- Effective relationship-building and journalist engagement
- Quality, relevance, and credibility of earned media coverage
- Demonstrable impact on earned-media coverage, awareness, sentiment, reach, perception, or consumer behaviour
- Clear evaluation aligned with campaign goals

# BEST USE OF SOCIAL MEDIA

This category recognises outstanding communications campaigns that strategically and creatively leverage social media platforms to drive awareness, engagement, or action.

Campaigns should show that social media was the primary driver of results. Influencer-led campaigns should be entered into Best Influencer Campaign.

## Eligible campaigns may include:

- Social-first brand, product, or service campaigns
- Platform-native content strategies (e.g., short-form video, social series, live formats)
- Community management or social engagement programmes
- Paid and organic social optimisation initiatives
- Social challenges, interactive mechanics, or creator collaborations
- Data-driven social listening or insight-led content strategies

## Judges will look for:

- Clear understanding of platform behaviours and audience dynamics
- Insight-led social-first strategy and defined objectives
- Creative, high-quality execution tailored to platform formats
- Effective use of features, trends, or community interaction tools
- Meaningful audience engagement and authenticity
- Demonstrable impact on reach, engagement, sentiment, conversions, or retention
- Clear evaluation aligned with campaign goals

# BEST USE OF THOUGHT LEADERSHIP

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This category recognises outstanding communications campaigns that strategically position a brand, organisation, or individual as a trusted authority within their industry or field.

## Eligible campaigns may include:

- Executive profiling or leadership visibility programmes
- Research-led or insight-driven positioning initiatives
- Opinion leadership or future-focused storytelling campaigns
- Industry commentary, content series, or knowledge platforms
- Conference, media, or content-led authority-building programmes
- Multi-channel campaigns designed to strengthen credibility and influence

## Judges will look for:

- Clear understanding of the positioning challenge or opportunity
- Insight-led strategy and defined objectives
- Credible, distinctive, and valuable narrative development
- Consistent execution across relevant channels
- Effective engagement with industry stakeholders, media, or professional audiences
- Demonstrable impact on industry positioning, influence, reputation, share of voice, or stakeholder trust
- Clear evaluation aligned with campaign goals

**BEST IN MARKET**

# BEST CAMPAIGN IN NORTH AFRICA

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This category recognises outstanding communications campaigns executed in North African markets, including Egypt, Morocco, Tunisia, Libya, and Sudan.

## Eligible campaigns may include:

- Brand or product campaigns
- Behaviour change or public awareness initiatives
- Corporate or stakeholder engagement programmes
- Multi-channel campaigns tailored to North African audiences

## Judges will look for:

- Clear understanding of local audience dynamics and communication context
- Insight-led strategy and defined objectives
- Cultural authenticity and relevance
- Creative execution suited to market conditions
- Demonstrable impact on awareness, reach, engagement, sentiment, reputation, participation, business performance, or societal outcomes within North African markets
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN QATAR

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This category recognises outstanding communications campaigns executed in Qatar.

## Eligible campaigns may include:

- Brand or product launch campaigns
- Corporate or reputation communications
- Public awareness or social impact initiatives
- Stakeholder engagement or community programmes
- Multi-channel campaigns tailored to Qatar audiences

## Judges will look for:

- Clear understanding of local audience behaviour and market dynamics
- Insight-led strategy and defined objectives
- Creative and culturally relevant execution
- Effective engagement across appropriate channels
- Demonstrable impact on awareness, engagement, sentiment, reputation, participation, or business performance within the Qatari market
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN SAUDI ARABIA

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This category recognises outstanding communications campaigns executed in Saudi Arabia.

## Eligible campaigns may include:

- Brand or product launch campaigns
- Vision-aligned or societal impact initiatives
- Corporate positioning or stakeholder engagement programmes
- Community engagement or behavioural campaigns
- Multi-channel campaigns tailored to Saudi audiences

## Judges will look for:

- Clear understanding of Saudi market context and audience insights
- Strategic alignment with campaign objectives or national priorities
- Culturally authentic storytelling and messaging
- Creative execution suited to local media and engagement channels
- Demonstrable impact on awareness, sentiment, reputation, participation, or business performance within the Saudi market
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN THE LEVANT

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This category recognises outstanding communications campaigns executed in Levant markets, including Jordan, Lebanon, Syria, and Iraq.

## Eligible campaigns may include:

- Consumer or corporate communications campaigns
- Public awareness or social impact initiatives
- Reputation or brand positioning programmes
- Multi-channel campaigns adapted to Levant market dynamics

## Judges will look for:

- Clear insight into local cultural and media landscape
- Strong strategic planning and message clarity
- Creative storytelling tailored to local audience
- Effective engagement across relevant channels
- Demonstrable impact on awareness, sentiment, participation, business performance, or societal outcomes within Levant markets
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN THE UAE

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This category recognises outstanding communications campaigns executed in the United Arab Emirates.

## Eligible campaigns may include:

- Brand or product launch campaigns
- Corporate or reputation initiatives
- Public awareness or behaviour change programmes
- Community engagement or social impact campaigns
- Multi-channel campaigns tailored to UAE audiences

## Judges will look for:

- Clear understanding of UAE market dynamics and audience behaviour
- Insight-led strategy and defined objectives
- Culturally relevant messaging and storytelling
- Creative and effective execution across appropriate channels
- Demonstrable impact on awareness, engagement, sentiment, reputation, participation, or business performance within the UAE market
- Clear evaluation aligned with campaign goals

# BEST CAMPAIGN IN THE WIDER GCC

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This category recognises outstanding communications campaigns executed in Gulf Cooperation Council (GCC) markets like Bahrain, Kuwait, and Oman.

Campaigns executed primarily in the UAE, Saudi Arabia, or Qatar should be entered in their respective standalone market categories.

## Eligible campaigns may include:

- Brand or product launch campaigns
- Public awareness or behaviour change initiatives
- Corporate or sector-focused communications programmes
- Community engagement or social impact campaigns
- Multi-channel campaigns tailored to GCC audiences

## Judges will look for:

- Clear understanding of local market dynamics and audience behaviour
- Insight-led strategy and defined objectives
- Cultural relevance and message resonance
- Creative and effective execution across appropriate channels
- Demonstrable impact on awareness, engagement, sentiment, reputation, participation, or business performance within the specific GCC market
- Clear evaluation aligned with campaign goals

# PEOPLE & TEAMS CATEGORIES

# OUTSTANDING STUDENT CAMPAIGN

This category recognises the most innovative, well-crafted, and strategically effective communications campaign executed or developed by a student or student team. It celebrates creativity, insight, and a strong application of communications principles within an academic or student-led context. Entries should clearly demonstrate a structured and strategic approach to solving a defined communications challenge, with a clear link between insight, strategy, execution, and evaluation. Campaigns may be real-world projects, university assignments, or competition-based submissions.

## Evaluation Criteria

### Identification of Issue & Objective Setting (15%) – up to 150 words

- Was the issue or challenge clearly defined from both a business and communications perspective?
- Were the objectives relevant, well-defined, and aligned with addressing the identified challenge?
- Did the entry outline measurable communication objectives and explain how the strategy would effectively solve the issue?

### Research & Data (15%) – up to 150 words

- How was research used to inform the strategy and objectives?
- Did the team clearly demonstrate how insights shaped their decisions?
- Was a range of data sources considered to develop a well-rounded and informed approach?

### Strategy & Planning (25%) – up to 250 words

- Was a clear, logical, and well-justified strategy presented?
- Did the strategic rationale directly connect to the identified issue?
- Was the tactical plan realistic, innovative, and appropriately structured to support the strategy?
- Did the planning demonstrate a strong understanding of communication principles?

### Channels & Tactics (25%) – up to 250 words

- How well did the chosen channels and tactics align with the target audience and campaign objectives?
- Did the entry show how insights guided channel and tactic selection?
- Were the tactics creative, innovative, and well-suited to a student-led campaign?
- Was the proposed execution practical, feasible, and clearly articulated?
- What made the approach distinctive or compelling?

### Results & Evaluation (20%) – up to 200 words

- Did the submission clearly outline how success would be measured?
- Were outputs, outcomes, KPIs, or indicators of success (traditional, digital, or social) clearly defined?
- Did the campaign demonstrate actual impact (if executed) or strong potential real-world impact (if proposed)?
- Was evaluation tied back to the original objectives?

# THE DAVE ROBINSON AWARD FOR OUTSTANDING YOUNG COMMUNICATOR OF THE YEAR (IN-HOUSE OR AGENCY)



This category recognises an exceptional communications professional aged 29 or under who has demonstrated outstanding talent, capability, leadership potential, and impact in the Middle East communications industry. Eligibility is limited to individuals who are 29 years old or younger on the date of the Awards ceremony. Any entrant who has reached or will reach the age of 30 by the ceremony date will not qualify.

Finalists will be invited to a second round of judging, consisting of an in-person interview with a panel of senior industry leaders.

## Career Experience

The entry should primarily highlight achievements from the past 12 months. Entrants may include a brief reference to their overall professional experience. This background context is welcome and will not affect eligibility; however, it must not become the main focus of the submission. Judges will assess the nominee's recent impact, potential, and contribution to the industry.

## Evaluation Criteria

### Professional Performance (25%) – up to 250 words

- Has the nominee delivered high-quality work, projects, or campaigns that demonstrate skill and reliability?
- Do they show a strong grasp of industry standards, tools, practices, and emerging trends?
- Have they demonstrated creativity or innovation, such as new approaches, bold ideas, or effective use of technology?
- How have they responded to challenges, taken initiative, or shown resilience in achieving meaningful outcomes?

### Stakeholder & Relationship Management (25%) – up to 250 words

- How effectively has the nominee built strong relationships with colleagues, clients, partners, media, or stakeholders?
- Is there evidence of professionalism, trust, and positive feedback from those they work with?
- How well do they collaborate, communicate, and navigate processes in agency or in-house environments?

### Team Contribution & Growth (25%) – up to 250 words

- How has the nominee contributed to team culture, collaboration, or knowledge-sharing?
- What feedback have managers provided regarding growth, strengths, and development?
- Have they shown commitment to continuous learning, upskilling, and professional development?
- Do they demonstrate early leadership qualities (formal or informal)?

### Overall Impact & Industry Engagement (25%) – up to 250 words

- How has the nominee contributed beyond their core role to advance their organisation or the wider industry?
- Have they been involved in CSR, volunteering, university outreach, thought leadership, DEI/ESG initiatives, or community engagement?
- Do they demonstrate passion for the communications profession and commitment to excellence?

# BEST COMMUNICATOR OF THE YEAR

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This category recognises an outstanding communications professional who has demonstrated exceptional leadership, strategic excellence, creativity, integrity, and impact over the past year.

It is open to senior agency professionals, in-house practitioners, and independent consultants or freelancers who have made a significant contribution to the communications field in the Middle East.

## Eligibility Requirement

This category is intended to recognise highly experienced professionals who have demonstrated sustained excellence and continue to deliver significant impact at a senior level. Entrants must have a minimum of 20 years of professional experience in communications, public relations, or a related discipline.

## Career Experience

The entry should primarily highlight achievements from the past 12 months. Entrants may include a brief reference to their overall career to provide context; however, this must not become the main focus of the submission.

Judges will assess the nominee's recent impact, leadership, and contribution to the industry, rather than tenure or job title.

## Entrants should demonstrate:

- Excellence in communication strategy and execution
- Consistent delivery of high-quality work and measurable results
- Leadership, influence, and collaboration
- Commitment to professional development and industry standards
- Contribution to organisational, client, or community impact

# BEST COMMUNICATOR OF THE YEAR CONTINUED..

## Evaluation Criteria

### Professional Performance (25%) – up to 250 words

- Has the nominee delivered high-quality communications work with measurable results?
- Have they demonstrated creativity, innovation, or the application of new tools, techniques, or methodologies?
- How have they adapted to challenges, taken initiative, or shown resilience in achieving outcomes?
- Is there clear evidence of strategic thinking and execution excellence in their work over the past year?

### Stakeholder & Relationship Management (25%) – up to 250 words

- How effectively has the nominee built and maintained relationships with key stakeholders (clients, internal teams, leadership, partners, media, influencers, or community groups)?
- Is there evidence of trust, satisfaction, or strong reputation among those they work with?
- How well does the nominee navigate communications processes, expectations, and collaboration across different environments (agency, in-house, freelance, cross-functional teams)?

### Leadership, Contribution & Influence (25%) – up to 250 words

- How has the nominee contributed to strengthening team culture, knowledge-sharing, or professional development?
- Have they demonstrated leadership — formally or informally — through mentoring, coaching, or guiding others?
- Is there evidence of proactive involvement in industry-related learning, training, upskilling, or thought leadership?
- For freelancers: Have they contributed to clients' capability-building or provided leadership through expertise?

### Overall Industry & Organisational Impact (25%) – up to 250 words

- How has the nominee contributed to the success of their organisation, clients, or the wider communications industry?
- Have they participated in CSR, ESG, volunteering, community engagement, or industry uplift initiatives?
- Have they demonstrated passion, commitment, and consistency in elevating professional standards?
- What distinguishes this nominee from their peers and makes their impact truly exceptional?

# IN-HOUSE TEAM OF THE YEAR

This category recognises the most effective and high-performing in-house communications team operating in the Middle East. It celebrates teams that demonstrate strategic excellence, strong organisational impact, effective stakeholder collaboration, innovation, and meaningful contribution to business or institutional success.

Entries should clearly describe the team's performance, capabilities, and impact over the past 12 months, with a strong link between strategy, execution, collaboration, and measurable outcomes.

## Evaluation Criteria

### Performance & Delivery (25%) – up to 250 words

- Has the team successfully delivered projects and campaigns on time, within scope, and with strong measurable outcomes?
- Has the team implemented effective processes, systems, or tools that improved operational efficiency or communication output?
- Is there evidence of creativity and innovation (e.g., new methodologies, technology adoption, internal campaigns, or improved workflows)?
- How has the team navigated challenges, adapted to change, and applied learnings to strengthen future work?

### Stakeholder Management & Collaboration (25%) – up to 250 words

- How effectively has the team built relationships with internal leaders, departments, communities, and external partners?
- Is there evidence of stakeholder satisfaction (e.g., testimonials, leadership feedback, cross-department collaboration)?
- How well does the team support executive communications, change management, crisis response, or employee engagement?
- Has the team demonstrated proactive and strategic partnership with the wider organisation?

### People, Culture & Team Development (25%) – up to 250 words

- How does the organisation support team well-being, mental health, and work-life balance?
- Is there evidence of strong internal culture, collaboration, and staff satisfaction?
- What structures exist for training, upskilling, mentoring, and leadership development?
- Does the team demonstrate progress in DEI, flexible working, or inclusive practices?

### Overall Impact & Industry Contribution (25%) – up to 250 words

- How has the team contributed to broader organisational success and strategic priorities?
- Have they participated in CSR, ESG, community engagement, or industry initiatives?
- Does the team demonstrate commitment to advancing the communications profession?
- What differentiates this team from others in terms of value, influence, and sustained impact?



**AGENCY OF THE YEAR  
CATEGORIES**

## Verification Note

For all Agency of the Year submissions, all shortlisted agencies will be required to undergo verification of the information submitted. This may include fact-checking and client references. Any agency found to be untruthful in their entry submission will be disqualified from the awards.

## Evaluation Criteria

Word count – up to maximum 1,000 words

Entries must be structured across the following sections:

### Contribution to the Industry (15%) – up to 150 words

- How has the agency contributed to advancing the communications profession in the Middle East?
- Have they actively supported MEPRA or other industry bodies through volunteering, speaking, training, or committee work?
- Has the agency participated in university partnerships, talent development, mentoring, or knowledge-sharing?
- Is there evidence of DEI, ESG, or community-driven initiatives?

### People, Culture & Talent Development (20%) – up to 200 words

- How does the agency support employee well-being, mental health, and inclusive culture?
- Is there evidence of retention, low turnover, or strong employee satisfaction?
- What is the quality of their training programmes, mentorship, performance management, and leadership development?
- Does the agency have policies in place that support growth and inclusivity (flexible work, maternity/paternity support, development pathways)?
- Do they involve employees in CSR?
- Have they been recognised for workplace culture (local or international awards, if applicable)?

## Evaluation Criteria Continued...

### **Client Satisfaction & Retention (20%) – up to 200 words**

- Evidence of long-term relationships and client trust
- Testimonials, feedback, and measurable satisfaction indicators
- Client retention and turnover rates over the past year
- Ability to maintain strong performance across multiple accounts

### **New Business, Growth & Innovation (25%) – up to 250 words**

- Percentage of revenue growth in the past year
- Notable new business wins and how they were secured
- Examples of innovation: new services, expanded markets, or creative offerings
- Demonstrated ability to scale sustainably and strategically

### **Creative Excellence & Case Study Impact (20%) – up to 200 words**

Provide at least one case study demonstrating excellence, including:

- Brief: Challenge or opportunity
- Objectives: Strategic and measurable goals
- Strategy: Insight-driven thinking and rationale
- Tactics: Execution and creative approach
- Outputs & Outcomes: Quantitative and qualitative results (ROI, reach, behaviour change, reputation impact)
- Budget: Resource allocation and efficiency

Case studies should clearly demonstrate how the agency delivers outstanding results, creativity, and client value.

## INDEPENDENT AGENCY OF THE YEAR

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This category recognises the most outstanding independent communications agency operating in the Middle East. It celebrates agencies that demonstrate strong business performance, strategic excellence, client impact, talent development, innovation, and meaningful contribution to the regional communications industry.

Agencies must be independently owned and not partially or fully owned by international networks or holding groups headquartered outside the Middle East.

Entries should clearly describe the agency's performance, positioning, and impact over the past 12 months, supported by measurable results and evidence across business, people, clients, and industry contribution.

## SMALL AGENCY OF THE YEAR

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This category recognises the most exceptional small communications agency operating in the Middle East with 1-25 full-time employees, including seconded employees and excluding freelancers.

Entries should clearly demonstrate the agency's performance, growth, and impact over the past 12 months, highlighting agility, creativity, and the ability to deliver strong results with a lean structure.

## MEDIUM AGENCY OF THE YEAR

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This category recognises the most exceptional medium-sized communications agency operating in the Middle East with 26-50 full-time employees, including seconded employees and excluding freelancers.

Entries should clearly demonstrate the agency's performance, scalability, and consistency over the past 12 months, including client impact, operational maturity, and sustained business growth.

## LARGE AGENCY OF THE YEAR

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This category recognises the most exceptional large communications agency operating in the Middle East with 51 or more full-time employees, including seconded employees and excluding freelancers.

Entries should clearly demonstrate the agency's performance, leadership, and market impact over the past 12 months, including business growth, large-scale delivery, and organisational excellence.

## NETWORK AGENCY OF THE YEAR

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This category recognises the most outstanding regional communications agency network with 51 or more full-time employees, including seconded employees and excluding freelancers operating across multiple Middle East markets.

To be eligible, agencies must have a minimum of two (2) physical offices in the region and demonstrate integrated operations across markets.

Agencies that are part of global communications networks or international holding groups are eligible; however, entries must focus specifically on Middle East regional performance.

Entries should clearly demonstrate the network's regional performance and collaboration over the past 12 months, including cross-market delivery, integrated capabilities, and consistent quality across offices.