mepra awards 2026

CELEBRATING 25 YEARS

2026 MEPRA AWARDS WINNERS

Best Campaign in Arts, Culture & Heritage

GOLD

BLJ Worldwide x Lawh Wa Qalam: M. F. Husain Museum

A Unique Artist. A Unique Vision. A Unique Museum

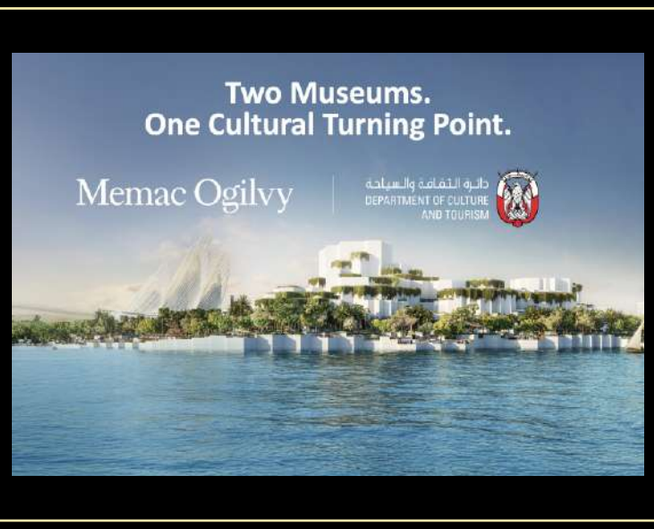


Lawh Wa Qalam: M. F. Husain Museum transformed a sensitive cultural launch into a legacy-building moment, establishing MFHM in Education City and Qatar as a living space for art, learning, and cross-cultural dialogue while delivering global visibility without negative coverage.

SILVER

Memac Ogilvy x Department of Culture & Tourism

Two Museums. One Cultural Turning Point.



Memac Ogilvy led the openings of Zayed National Museum and Natural History Museum Abu Dhabi for Department of Culture and Tourism – Abu Dhabi, shaping two landmark openings into a cultural moment that showcased the emirate's cultural depth and global

BRONZE

Memac Ogilvy X Manar Abu Dhabi

The Light Compass



Manar Abu Dhabi 2025, 'The Light Compass', transformed Abu Dhabi's mangroves, UNESCO-listed oases, and urban landscapes into immersive light art, welcoming 800,000 visitors and generating 3.85 billion media reach across 14+ countries.

Best Campaign in Automotive

GOLD

Gambit Communications & iCAUR

The new PR powertrain



This is the story of how we launched the iCAUR brand of REEV SUVs, and turned its main challenge into a competitive advantage, subversively leading with the fact the brand, and powertrain, were entirely unknown to the market.

SILVER

The Romans x Porsche Middle East & Africa

The Black Mambas



Porsche transformed a conservation challenge into an automotive story of purpose by restoring a Rapid Response Vehicle for the Black Mambas. The campaign demonstrated luxury automotive brands can use their core product to deliver meaningful, measurable change beyond traditional CSR.

BRONZE

Weber Shandwick MENAT and Chevrolet Arabia

Seven Emirates and a 1000 Kms



Seven Emirates and a 1000 Kms replaced a two-day ride-and-drive with a 2.5-month influencer journey, educating audiences on Captiva PHEV's range through peer-led storytelling. It exceeded 25M reach, drove 405 placements, generated 1,355 leads then sold out in the UAE.

Best Campaign in Consumer Goods (FMCG)

GOLD

Gambit Communications & ASICS

Sound Body, Sound Mind



With expert pacing, Gambit's PR strategy gave ASICS cultural relevance in a crowded segment. From Barcelona marathons and mental health talks to sports style, local art and Eidiyas, ASICS ran the show in 2026.

SILVER

Gambit Communications & Samsung Gulf Electronics

The Galaxy Z Trifold Hat Trick



Gambit activated the behavioral psychology principles of engineered scarcity, FOMO, and bandwagon effect to launch the Samsung Trifold, resulting in a sold-out device in minutes, 125 million reach, and even a royal endorsement!

BRONZE

Impact Porter Novelli x Clorox

Clorox - Clean Feels Good



What makes us feel good - Karak, gaming, or cleaning? Clorox used EEG headsets across UAE and KSA to find out. Cleaning won, scoring 20% higher on the Feel Good Index. 98% of 2,001 consumers confirmed: cleaning improves their mood.

Best Campaign in Consumer Services

GOLD

Burson, FP7, Parkin
Parkin's Spots for Shops



Parkin's award-winning Spots for Shops turns its parking service into a platform connecting customers with Dubai's small businesses. Through cashback, it removes a parking barrier, turning cost into an incentive for motorists while delivering greater visibility and footfall for businesses.

SILVER

Weber Shandwick MENAT, etisalat
Addictech- A wake-up call for screen addiction



Addictech transformed a screen-time warning into an unforgettable public intervention. By disguising a digital wellbeing campaign as a futuristic tech launch, etisalat sparked nationwide conversation, drove parental-control adoption by 50%, and inspired over 1,500 families to rethink healthier technology habits.

BRONZE

Impact Porter Novelli x Impact BBDO x Skydive Dubai x Shamal Holding
Rising Above the Extraordinary – 15 years of Skydive Dubai



Rising Above the Ordinary used Skydive Dubai's 15th anniversary to show consumers what sits behind every jump. A world-first performance earned attention. Operational access, human stories and fifteen years of evidence helped people understand the service and decide.

Best Campaign in Education

GOLD

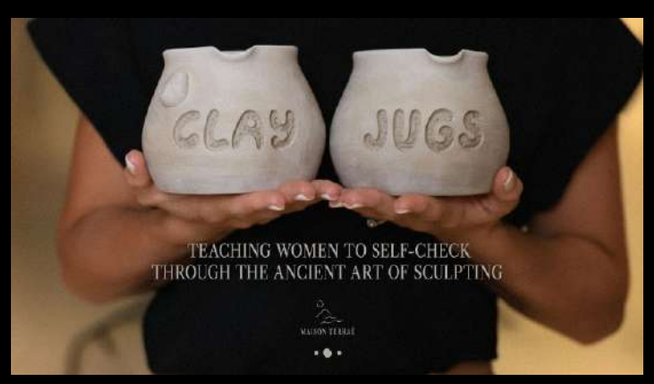
The Romans x Nord Anglia Education
Permission to Play



In a world obsessed with optimisation, Nord Anglia Education reminded people of the power and importance of play, sparking a national conversation about joy, wellbeing, and the true purpose and role of education.

SILVER

The Romans x Maison Terraē
Clay Jugs



How do you get women to self-check their breasts when they're universally afraid of what they might find? You replace their real jugs with clay ones, desensitising examination, and giving them control over concern.

BRONZE

Gambit Communications & American University of Sharjah
Graduating to #1: How AUS Outclassed the Competition!



How we took the story of a Sharjah-based institution national, regional and then global – leaping from fifth to first in SOV within one year, while highlighting the people and stories that make AUS what it is.

Best Campaign in Financial & Professional Services

GOLD

Weber Shandwick & Mastercard
Mastercard Cyber Pulse: Banking on Trust



Mastercard & Weber Shandwick transformed proprietary cyber intelligence into a strategic communications platform that built trust, strengthened customer & stakeholder engagement, and reinforced its position as the trusted partner helping financial institutions navigate cyber risk and strengthen confidence in the digital economy.

SILVER

Weber Shandwick & Mastercard
Mastercard EDGE: Building the Future Code of Commerce



Mastercard transformed EDGE from a flagship event into a strategic communications platform, using integrated storytelling, executive engagement and ecosystem collaboration to strengthen commercial relationships and position Mastercard at the centre of conversations shaping the future of commerce.

BRONZE

Acorn Strategy x Grant Thornton
Discovery Series 2025: Women Transforming Financial Services



UAE financial services is worth more than 13 percent of GDP, yet no one had counted who fills its governance, risk and audit roles. Grant Thornton and Heriot-Watt did, and put the benchmark in front of the industry's leaders.

Best Campaign in Government Communications & Public Affairs

GOLD

VisitBritain

Inspiring New Journeys Across Britain



VisitBritain GCC delivered exceptional results with limited resources, using partnerships, earned media and influencer collaborations to inspire GCC travellers beyond London. The campaign generated tourism growth, record media coverage, strong engagement and ROI while maximising value from every pound invested.

SILVER

Global Advisors Communications/ National Emergency Crisis and Disaster Management Authority (NCEMA)

Global Advisors Communications/Stop It With You



Stop It With You transformed crisis communications in the UAE, countering over 22,000 misinformation threats through real-time monitoring, multilingual engagement, and coordinated government communications. The campaign reduced misinformation by 99% in ten days while protecting public confidence & information integrity.

BRONZE

Abu Dhabi Biobank

Preserve Life's First Gift Campaign: Abu Dhabi Biobank



Preserve Life's First Gift transformed cord blood preservation into a national public health movement by uniting government, healthcare providers and research partners. Through trusted, evidence-based communications, the campaign increased public awareness, strengthened participation and advanced Abu Dhabi's precision medicine ambitions.

Best Campaign in Healthcare & Well-Being

GOLD

Department of Health - Abu Dhabi (DoH), Weber Shandwick, Publicis and Viola

Making Health Prevention Visible: The Festival That Got Abu Dhabi Moving



Festival of Health turned prevention into a public experience residents wanted to join, using community activations, partnerships and The City Moov Challenge to make healthier habits visible, social and worth showing up for across Abu Dhabi.

SILVER

Current Global MENAT x ŌURA

ŌURA - How the UAE sleeps



ŌURA had global fame, but no local news. 'How the UAE Sleeps' turned user data into a UAE story only ŌURA could own, which became a premium launch moment delivering 71m reach, 76% Share of Search and 1000%+ sales growth.

BRONZE

Department of Health - Abu Dhabi (DoH), Weber Shandwick and Viola

Beauty is in the “Mind” of the Beholder



Beauty of Our Minds used The Mind Museum, earned media, influencers and Sahatna signposting to make mental wellness visible, approachable and actionable, shifting a sensitive health topic from clinical silence into public conversation through art, culture and digital engagement.

Best Campaign in Property & Real Estate

GOLD

HAVAS Red

Launching Dubai's New Home of Gold



Dubai Gold District launched as Dubai's newest destination for gold and jewellery trade, supporting the Dubai Economic Agenda D33. Led by the upcoming world's first Gold Street, the campaign drove global visibility, investor confidence, record commercial occupancy and destination demand.

SILVER

The Romans x H&H Development

Time, Returned



City Tower redefined how luxury developments are launched. We transformed an audience insight into the creative engine behind the campaign, turning "Time Returned" from a positioning statement into an immersive experience that reshaped how media understood and reported the development.

BRONZE

Aldar

Experience Fahid: Bringing an Island's Wellness Promise to Life



Aldar made an unbuilt island feel real before handover, combining experience-led communications, credible wellness voices and connected CX journeys to turn Fahid Island's promise into belief, participation and exceptional commercial demand.

Best Campaign in Retail, Fashion & Beauty

GOLD

Current Global MENAT x New Balance
New Balance - In It For The Long Run



For over a century, New Balance has been rooted in community, so when regional uncertainty reshaped everyday life New Balance needed to demonstrate the difference between a brand talking about community and a brand actively supporting it.

SILVER

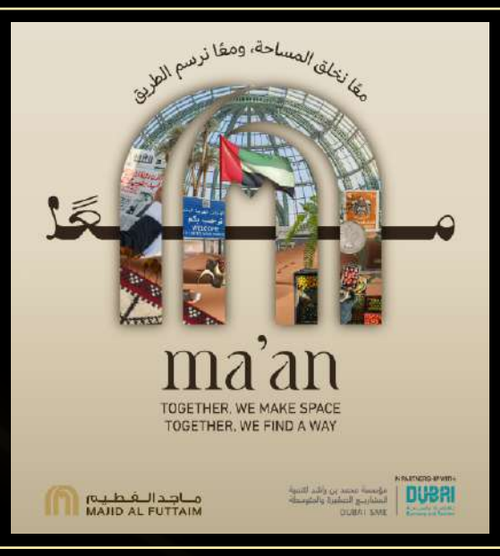
Weber Shandwick and Doha Festival City
Festival Edits - Qatar's First Retail Trends Report 2025



“Festival Edits: Qatar's Retail Trends Report 2025” transformed Doha Festival City’s repositioning into a thought leadership campaign, using Qatar-specific fashion, beauty, retail expertise, and insights to drive media visibility, stakeholder engagement and stronger B2B credibility.

BRONZE

Gambit Communications & MAF
Ma’an



Ma’an proved that earned PR can create real-world impact. Turning a regional challenge into an opportunity for local businesses, the campaign united communities, generated 7,800 SME applications, achieved 75M+ reach, and established Majid Al Futtaim as a purpose-led market leader.

Best Campaign in Sports & Recreation

GOLD

HAVAS Red & adidas
HAVAS Red x Adizero Pasta



adidas celebrated the UAE running community by transforming marathon carb-loading into Adizero Pasta, an insight-led campaign that engaged runners before race day, generated exceptional earned media, strengthened community participation, and redefined how brands can authentically contribute to sporting culture.

SILVER

The Romans x Ethara
Formula 1® Etihad Airways Abu Dhabi Grand Prix: All Roads Lead To Abu Dhabi



Ethara and The Romans repositioned Abu Dhabi Grand Prix from a race to the most electrifying entertainment spectacle in the UAE. Driving 339,000 attendees, AED 1.3 billion in visitor spend, 68% international visitation, and USD 14 billion in PR value.

BRONZE

Gambit Communications & ASICS
Sound Body, Sound Mind



With expert pacing, Gambit's PR strategy gave ASICS cultural relevance in a crowded segment. From Barcelona marathons and mental health talks to sports style, local art and Eidiyas, ASICS ran the show in 2026.

Best Campaign in Technology

GOLD

Current Global MENAT x ŌURA
ŌURA - How the UAE sleeps



ŌURA had global fame, but no local news. 'How the UAE Sleeps' turned user data into a UAE story only ŌURA could own, which became a premium launch moment delivering 71m reach, 76% Share of Search and 1000%+ sales growth.

SILVER

Weber Shandwick MENAT, etisalat
Arab-Easy: Transforming the Arabic Typing Experience



Arab-Easy transformed Arabic typing by removing friction instead of changing behaviour. Through an innovative keyboard and a bold cultural activation, etisalat inspired millions to reconnect with Arabic, increasing daily Arabic typing by 40% while reducing Arabizi usage by 24%.

BRONZE

MSL Group Middle East
#DreamBigwithHONOR600



#DreamBigwithHONOR600 turned the region's premier smartphone challenger into the story everyone was watching. Instead of specs, HONOR invited a creative generation to dream big with its creative camera and AI-powered tools. In a tough market, the HONOR 600 sold out.

Best Campaign in Transportation & Logistics

GOLD

Action Global Communications & Dubai Taxi Company (DTC)

Riding the Future: Dubai Taxi Company's Journey to Autonomous and Electric Mobility



Dubai Taxi Company's "Riding the Future" campaign built public trust in autonomous mobility while simultaneously showcasing the infrastructure powering electric transport, positioning the company at the forefront of Dubai's smart mobility transformation through compelling storytelling, proof, and innovation.

SILVER

Current Global MENAT x Dubai Airports

Dubai Airports - Messages to Tomorrow



For Emirati Women's Day, Dubai Airports transformed T3 into a living storytelling gallery, collaborating with Emirati photographer Hind Al Raeesi and 10 Emirati women to turn a national moment into a shared platform for visibility, authorship and pride.

BRONZE

Dubai Integrated Economic Zones & Four Agency Worldwide

Make Possible



DIEZ delivered a strategic communications campaign that not only sustained its momentum but exceeded the growth achieved in previous years. By strengthening its online presence, DIEZ was able to increase new registrations, increase stakeholders' confidence, and gain global visibility.

Best Campaign in Travel, Tourism & Hospitality

GOLD

Miral Destinations, Weber Shandwick, Momentum, Initiative

Turning Yas Island Upside Down: Bridging the Millennial-Gen Z Divide



Pairing Stranger Things: The Experience and Ambassador Millie Bobby Brown, Yas Island captivated Gen Z without losing Millennials, turning a temporary attraction into a pop-culture moment that bridged the gap between parents and kids, through fandom and love.

SILVER

The Romans x Ethara

Formula 1® Etihad Airways Abu Dhabi Grand Prix: All Roads Lead To Abu Dhabi



We aimed to reposition the season finale as Abu Dhabi's ultimate destination weekend, driving record attendance, international tourism, economic impact and global recognition for Ethara.
This is how we delivered the greatest entertainment spectacle in the UAE.

BRONZE

Ras Al Khaimah Tourism Development Authority

RAK MOMENTS



Regional conflict brought international travel to a near standstill, more than halving hotel occupancy. RAKTDA launched RAK Moments in 48 hours, uniting 50+ hotels and converting 224K room nights and AED 104.4 Mn from an AED 1 Mn budget.

Best Brand Activation Event

GOLD

Current Global MENAT x Heinz

Heinz - TK Zero @ 00:00



When Heinz launched its zero sugar and salt ketchup, we needed to show zero didn't mean zero fun. We turned the zero claim into a city-wide midnight challenge creating cross-channel awareness, engagement and trial, resulting in tangible market share increase.

SILVER

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The new PR powertrain



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BRONZE

Weber Shandwick and Dyson

From departure to discovery



Faced with growing competition from lower-cost "dupes" and product launch delays, Dyson created a cross-category brand activation. Bringing its "when we demo, we win" philosophy to life, the campaign proved premium value, driving advocacy, retailer confidence and commercial impact.

Best Collaborative Partnership Campaign

GOLD

Dubai Holding

Gift It Forward 2026



Gift It Forward is a partner-led circular economy platform transforming new surplus inventory into meaningful gifts for low-income communities. The programme saw 65 businesses help divert 125+ tonnes of waste and donate AED 22M+ in new items to 23K+ beneficiaries.

SILVER

The Romans x Porsche Middle East & Africa x LITTLEBIG Studios x The Black Mambas

The Black Mambas



Porsche, The Romans, LittleBig, and the Black Mambas combined operational support, strategic storytelling, documentary expertise, and frontline conservation knowledge to deliver an award-winning campaign with lasting impact, global earned coverage and a Rapid Response Vehicle supporting daily patrols.

BRONZE

talabat and Weber Shandwick

talabat x Weber Shandwick: The Ultimate Assist



Delivering football's ultimate assist, talabat and TOD transformed the at-home matchday experience by uniting streaming and food delivery in a partnership that sold out in just five days and exceeded subscription targets.

Best Corporate Reputation Campaign

GOLD

Memac Ogilvy X Al-Futtaim IKEA
Globally Local



IKEA's Globally Local campaign celebrated regional heritage by inviting artists across the UAE, Qatar, and Oman to reinterpret iconic Swedish designs. Launched around National Days, the campaign fused global design with local storytelling through in-store exhibitions, workshops, and community activations.

SILVER

Gambit Communications & American University of Sharjah
Graduating to #1: How AUS Outclassed the Competition!



How we took the story of a Sharjah-based institution national, regional and then global – leaping from fifth to first in SOV within one year, while highlighting the people and stories that make AUS what it is.

BRONZE

Current Global MENAT x Dubai Airports
Dubai Airports - The Response Behind the Recovery



When regional conflict disrupted flights, Dubai Airports faced one of the most significant operational, reputational & communications challenges in its history. Through verified updates, passenger guidance, employee alignment, media discipline and visible recovery, we protected confidence and proved Dubai aviation's resilience.

Best Crisis Communications/Issues Management Strategy

GOLD

Global Advisors Communications/ National Emergency Crisis and Disaster Management Authority (NCEMA)

Global Advisors Communications/Stop It With You



Stop It With You transformed crisis communications in the UAE, countering over 22,000 misinformation threats through real-time monitoring, multilingual engagement, and coordinated government communications. The campaign reduced misinformation by 99% in ten days while protecting public confidence and information integrity.

SILVER

Majid Al Futtaim

The Extraordinary Behind the Everyday



When regional conflict tested the UAE, Majid Al Futtaim turned uncertainty into confidence: 74 media placements, 568M+ reach, 32.1% share of voice and an 85% employee support score, protecting our people, reassuring our customers and keeping everyday life running.

BRONZE

Department of Health - Abu Dhabi (DoH), PureHealth and Weber Shandwick

The 72-Hour Lifeline: A Rapid Mental Health Response to Regional Escalation



Within 72 hours, the Department of Health – Abu Dhabi and PureHealth activated 800-SAKINA and made psychological support visible, trusted and stigma-free during regional escalation, connecting anxious residents to confidential help while treating emotional safety as part of crisis response.

Best ESG & Sustainability Campaign

GOLD

The Romans x Porsche Middle East & Africa

The Black Mambas



Porsche transformed conservation into a global sustainability story by restoring a Rapid Response Vehicle for the Black Mambas. Combining tangible conservation impact with authentic storytelling, we elevated an all-female anti-poaching unit onto the world stage while delivering lasting operational support.

SILVER

Dubai Holding

Gift It Forward 2026



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BRONZE

Gambit Communications & MAF

Ma'an



Ma'an proved that earned PR can create real-world impact. Turning a regional challenge into an opportunity for local businesses, the campaign united communities, generated 7,800 SME applications, achieved 75M+ reach, and established Majid Al Futtaim as a purpose-led market leader.

Best Integrated Campaign – B2B

GOLD

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SILVER

Weber Shandwick & Mastercard
Built Small. Moving Strong.



Mastercard transformed SME support into a regional resilience platform, using proprietary insights, strategic partnerships and executive thought leadership to help businesses navigate uncertainty while positioning Mastercard as a trusted partner powering economic continuity across the GCC.

BRONZE

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Best Integrated Campaign – B2C

GOLD

Ras Al Khaimah Tourism Development Authority

RAK MOMENTS



As conflict cut Ras Al Khaimah's hotel occupancy by more than half, RAK Moments launched within 48 hours, creatives built in-house, orchestrating multiple touchpoints into one funnel, converting 224K room nights and AED 104.4 Mn from AED 1 Mn budget.

SILVER

Current Global MENAT x ŌURA

ŌURA - How the UAE sleeps



ŌURA had global fame, but no local news. 'How the UAE Sleeps' turned user data into a UAE story only ŌURA could own, which became a premium launch moment delivering 71m reach, 76% Share of Search and 1000%+ sales growth.

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Best Internal Communications or Change Management Campaign

GOLD

Weber Shandwick and EMSTEEL

Composite Strength: Building a unified EMSTEEL culture from the core



EMSTEEL's Composite Strength campaign united 3,703 employees across 14 plants, transforming internal communications into two-way engagement and leadership visibility. Achieving 79.3% employee reach, it increased content production by 207% and earned an overall communications score of 8.7 out of 10.

SILVER

Engage Group and Miral

Open Masters Games Abu Dhabi 2026 at Miral: Creating a Movement Rooted in Community and Participation



By positioning participation above competition, Miral mobilised colleagues around the Open Masters Games Abu Dhabi 2026. The result was a company-wide movement that exceeded registration targets, built community spirit, and fostered a lasting culture of wellness and engagement.

BRONZE

Siemens Energy

MEA Passion for Energy Awards



In a region as diverse as the Middle East and Africa, Siemens Energy's Passion for Energy Awards united employees through shared stories and recognition. Generating 121 nominations, the campaign fostered pride, belonging, and connection, bringing Team Purple to life.

Best Media Engagement Event

GOLD

Current Global MENAT x ŌURA

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SILVER

Weber Shandwick & Mastercard

Mastercard x McLaren Racing: Front Page Finish



Mastercard transformed Formula 1 sponsorship into a fan-first communications platform, integrating culture, technology, executive leadership and immersive experiences to demonstrate how brands create lasting emotional value through participation rather than promotion.

BRONZE

Action Global Communications and Hudson & Rye

Hudson & Rye: From Media Preview to Sold-Out Pastrami



Action Global Communications launched Hudson & Rye, the UAE's first authentic New York-style deli, resulting in one of Dubai's most talked-about restaurant openings. Strategic media engagement generated 90 pieces of coverage, 14.6 million reach, and opening demand that doubled footfall forecasts.

Best Stunt or Live Event

GOLD

HAVAS Red & adidas

HAVAS Red x Adizero Pasta

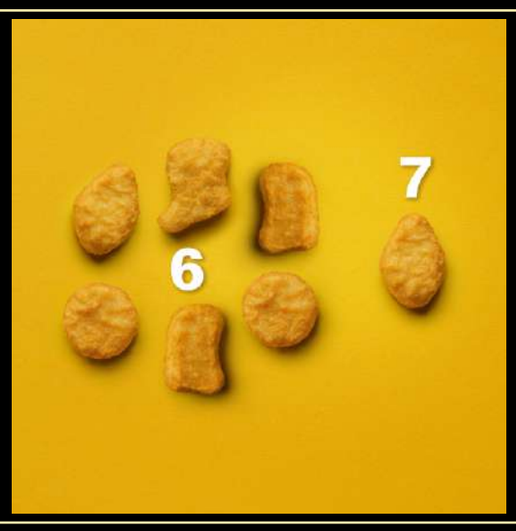


adidas transformed marathon carb-loading into Adizero Pasta, a bold one-night-only live experience that became marathon weekend's defining conversation. The stunt generated global earned media, sold out on Careem within hours, and proved authentic cultural moments outperform traditional sponsorship visibility.

SILVER

McDonald’s UAE, Weber Shandwick, and Netizency

McDonald’s UAE: The (6)7th McNugget



McNuggets come in boxes of six. But when Gen Z lingo shifted into "6 7", McDonald’s UAE instantly adapted by selling boxes of seven - exclusively between 6 and 7PM. We entered the cultural conversation, creating their most viral campaign ever.

BRONZE

Saatchi & Saatchi Qatar and McDonald's Qatar

McDhow



To celebrate 30 years in Qatar, McDonald's transformed an iconic traditional dhow into the country's first-ever floating McDonald's, creating an unforgettable live experience that rebuilt trust, captivated thousands and turned an anniversary into one of Qatar's most talked-about events.

Best Use of Artificial Intelligence

GOLD

Saatchi & Saatchi Qatar and McDonald's Qatar

Mr. Meow



At the height of the regional boycott, McDonald's Qatar successfully relaunched the Filet-O-Fish by using artificial intelligence to create Mr. Meow, an AI-generated cat influencer who reignited public conversation, restored cultural relevance, and ultimately sold out the product nationwide.

SILVER

Memac Ogilvy X Experience Abu Dhabi - Department of Culture and Tourism

Stan, the AI-ncient Influencer



Stan, the AI-ncient Influencer used generative AI to turn a 67-million-year-old Tyrannosaurus rex into a social media creator for the launch of Natural History Museum Abu Dhabi, building a Gen Z following through character rather than conventional advertising.

BRONZE

Northbourne Advisory

Mapping Disruption Project



306 events tracked. 806 verified sources. Four Gulf markets. Northbourne Advisory used AI to build a scalable intelligence capability that delivered trusted crisis reporting throughout the 2026 Gulf conflict while keeping every editorial decision, verification and publication under human control.

Best Use of Influencers or Brand Ambassadors

GOLD

Saatchi & Saatchi Qatar and McDonald's Qatar

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SILVER

Arabian Oud x MSL

Yaqoot



Yaqoot is Arabian Oud's answer to a generation learning to choose itself first. Built around a vow of self-love, the fragrance turned personal discovery into a shared, public movement, carried from social feeds into malls across Riyadh and Jeddah.

BRONZE

Miral Destinations, Weber Shandwick, Momentum, Initiative

Yas Island x Millie Bobby Brown: Bridging the Generation Gap



What happens when a destination built on millennial touchpoints needs to capture Gen Z? You call in a global icon. Yas Island tapped Millie Bobby Brown, turning a regional campaign into a pop-culture phenomenon, driving a 94% surge in bookings.

Best Use of Limited Budget – Non-Profit/Pro-Bono Campaign

GOLD

VisitBritain

Inspiring New Journeys Across Britain



VisitBritain GCC delivered exceptional results with limited resources, using partnerships, earned media and influencer collaborations to inspire GCC travellers beyond London. The campaign generated tourism growth, record media coverage, strong engagement and ROI while maximising value from every pound invested.

SILVER

Gambit Communications & Emirates Literature Foundation

Stories Worth Sharing



This campaign harnessed Gambit's true passion for literature through strategic grass-roots PR. Championing local stories and the people behind them, we navigated an author boycott and devastating regional crisis – protecting Emirates LitFest's reputation as a cultural flagship for the region.

BRONZE

Impact Porter Novelli x Impact BBDO x Shamal Holding

Community Run - Run As One at Kite Beach



Amid regional uncertainty, Kite Beach gave back to a community that had turned to it for a sense of normalcy, uniting runners, residents and brands in a solidarity run conceived and delivered in 12 days, born from genuine care.

Best Use of Media Relations – B2B

GOLD

Gambit Communications & American University of Sharjah

Graduating to #1: How AUS Outclassed the Competition!



How we took the story of a Sharjah-based institution national, regional and then global – leaping from fifth to first in SOV within one year, while highlighting the people and stories that make AUS what it is.

SILVER

Group-IB x Weber Shandwick

No Country for Cybercriminals



Group-IB partnered with Weber Shandwick to make threat intelligence relevant beyond the cybersecurity industry. Through targeted earned media programme, we secured first-time mainstream media opportunities, increased Tier-1 coverage by 30%, and generated record visibility for the brand across the UAE.

BRONZE

MSL Group and ADNOC Distribution

E2GO: Building the Future of Electric Mobility in the UAE



Range anxiety was quietly holding back the UAE's Net Zero promise. ADNOC Distribution's superfast EV megahub, the region's largest, turned that promise into something real, earning 157 positive stories and US$1.14 billion in advertising value equivalent.

Best Use of Media Relations – B2C

GOLD

VisitBritain

Inspiring New Journeys Across Britain



VisitBritain GCC used film, music, sport and heritage storytelling to inspire travellers beyond London, driving coverage, influencer engagement and measurable tourism growth. By combining regional itineraries with GEO-focused earned media, the campaign successfully repositioned Britain's regions for GCC audiences nationwide.

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BRONZE

Miral Destinations, Weber Shandwick, Momentum, Initiative

Solving Family Travel Pains? The Answer is Yas.



Faced with family travel "decision fatigue," Yas Island stopped selling a destination and started solving a problem. The "Answer is Yas" campaign offered one simple solution, cutting through the noise and driving a 441% surge in package searches.

Best Use of Social Media

GOLD

Global Advisors Communications/ National Emergency Crisis and Disaster Management Authority (NCEMA)

Global Advisors Communications/Stop It With You

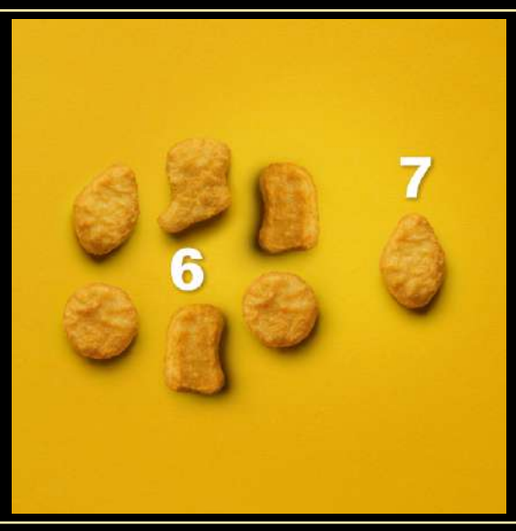


Stop It With You transformed crisis communications in the UAE, countering over 22,000 misinformation threats through real-time monitoring, multilingual engagement, and coordinated government communications. The campaign reduced misinformation by 99% in ten days while protecting public confidence and information integrity.

SILVER

McDonald's UAE, Weber Shandwick, and Netizency

McDonald's UAE: The (6)7th McNugget



McNuggets come in boxes of six. But when Gen Z lingo shifted into "6 7", McDonald's UAE instantly adapted by selling boxes of seven - exclusively between 6 and 7PM. We entered the cultural conversation, creating their most viral campaign ever.

BRONZE

Golin Ketchum - NMSS

World MS Day 2026 'Life Doesn't Stop with MS' Campaign

الجمعية الوطنية للتصلب المتعدد
National Multiple Sclerosis Society

NMSS made social media the driving force behind World MS Day 2026, using platform-native storytelling and lived experiences to spark meaningful conversations, expand awareness and inspire action far beyond its existing community.

Best Use of Thought Leadership

GOLD

Gambit Communications & American University of Sharjah

Graduating to #1: How AUS Outclassed the Competition!



How we took the story of a Sharjah-based institution national, regional and then global – leaping from fifth to first in SOV within one year, while highlighting the people and stories that make AUS what it is.

SILVER

Northbourne Advisory

Mapping Disruption Project



How does a firm earn coverage in New York Times and The Guardian without spending on media? Northbourne Advisory did it with the Mapping Disruption Project, the Gulf's first event disruption intelligence programme, built on original research the industry needed.

BRONZE

Acorn Strategy x Grant Thornton

Discovery Series 2025: Women Transforming Financial Services



The detail of who really runs UAE finance was missing. Grant Thornton and Heriot-Watt took it on, then turned the numbers into a business argument the sector couldn't avoid, resulting in 30-tier-one-pieces, six months of coverage, and a second edition.

Best Campaign in North Africa

GOLD

Mastercard and Weber Shandwick
Mastercard Egypt: Small Business, Big Signal



Mastercard Egypt built an SME engagement platform that met entrepreneurs across screens, stages and business solutions - translating complex issues into practical guidance, connecting insight with action & turning communications into tangible support for stronger, more digitally enabled Egyptian businesses and growth.

Best Campaign in Qatar

GOLD

Weber Shandwick and Media City Qatar

'Qatar SoundBeat'



Unveiled before nearly 90,000 fans at the FIFA Arab Cup Qatar 2025™ Final, ‘Qatar SoundBeat’ transformed 15,000 public contributions into a nation’s soundtrack, turning a football final into a live demonstration of Qatar’s creative economy. The result: 42% ecosystem growth.

SILVER

Saatchi & Saatchi Qatar and McDonald's Qatar

McDhow



To celebrate 30 years in Qatar, McDonald's transformed the country's iconic dhow into the first-ever floating McDonald's. McDhow brought the "One of You" platform to life, rebuilding trust, inspiring nationwide participation and proving McDonald's is truly part of Qatar's story.

BRONZE

BLJ Worldwide x Qatar National Library

#QNL4ALL



The #QNL4ALL campaign consolidated Qatar National Library’s fragmented communications into one unified narrative. The evergreen, scalable campaign repositioned the Library as a destination serving all ages, backgrounds, and interests, while creating a consistent framework for communicating its programmes and resources.

Best Campaign in Saudi Arabia

GOLD

Riyadh Airports - King Khalid International Airport

Terminal Transition Campaign



Riyadh Airports delivered KKIA's largest terminal transition in 40 years, supporting Saudi Arabia's Vision 2030 aviation ambitions. The campaign reached 124.7 million people, generated 2.1 billion impressions, and secured national, regional, and international coverage without operational disruption.

SILVER

HAVAS Red & adidas

HAVAS Red x adidas Modest Fanwear



adidas and Saudi designer Nora Al Shaikh transformed an overlooked fan behaviour into a powerful cultural movement, creating a limited-edition modest fanwear collection inspired by women supporters. Through an earned-first, community-led strategy, the campaign redefined football fandom, sparking international conversation.

BRONZE

HAVAS Red

Spotify Loud & Clear Saudi Arabia



Spotify launched Loud & Clear in Saudi Arabia to demystify streaming royalties, spotlight artist growth and position itself as a trusted industry partner. Through data, media engagement and an industry event, the campaign brought transparency to the Kingdom's music ecosystem.

Best Campaign in the UAE

GOLD

Gambit Communications & American University of Sharjah

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How we took the story of a Sharjah-based institution national, regional and then global – leaping from fifth to first in SOV within one year, while highlighting the people and stories that make AUS what it is.

SILVER

Memac Ogilvy X Majid Al Futtaim

Bright Bites



Majid Al Futtaim Retail launched "Bright Bites," the world's first kids' supermarket, at Carrefour, an earned-first campaign placing children at the heart of their food journey to build lifelong healthy eating habits through gamified, independent play.

BRONZE

The Romans x Ethara

Formula 1® Etihad Airways Abu Dhabi Grand Prix: All Roads Lead To Abu Dhabi



Ethara and The Romans repositioned Abu Dhabi Grand Prix from a race to the most electrifying entertainment spectacle in the UAE. Driving 339,000 attendees, AED 1.3 billion in visitor spend, 68% international visitation, and USD 14 billion in PR value.

Best Campaign in the Wider GCC

GOLD

Memac Ogilvy X Al-Futtaim IKEA
Globally Local



IKEA's Globally Local campaign celebrated regional heritage by inviting artists across the UAE, Qatar, and Oman to reinterpret iconic Swedish designs. Launched around National Days, the campaign fused global design with local storytelling through in-store exhibitions, workshops, and community activations.

SILVER

The Romans x Keeta
Paint the Town Yellow



We launched delivery giant Keeta in Kuwait and Bahrain, using social-first storytelling, its mascot KiKi and local media partnerships, generating 138 pieces of coverage and 395 million reach.

BRONZE

BPG Group & Sohar International
Be Zahiya: Just Like You



Sohar International challenged category stereotypes by creating Oman's first comprehensive women's banking proposition. Through "Just Like You," Be Zahiya reflected women's real financial ambitions and delivered exceptional business impact, with 88% of customers acquired into the segment new to bank.

Outstanding Student Campaign

WINNER

Arushi Menon, Rea Marwaha Marwaha, Yeva Belova
Murdoch University

Safer Roads. Who's Your Reason?



A UAE road safety campaign confronting optimism bias and illusion of control through an immersive crash-scenario game and a community-driven #myreasonRTA photo campaign, pairing emotional and educational persuasion to shift young drivers from passive warning-recipients to self-aware, accountable road users.

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

WINNER

Cherifa Bourchak
Burson



In a rapidly changing industry, Cherifa is a trusted advisor that stepped up to deliver. From spearheading Cannes Lions-winning campaigns, helping global organisations navigate complex landscapes to mentoring future talent, Cherifa consistently goes "beyond the brief," building lasting industry credibility.

HIGHLY COMMENDED

Theo Staples
Four Agency Worldwide



In under two years, Theo Staples progressed from graduate trainee to account manager and trusted KSA specialist, delivering international campaigns, strengthening client relationships, winning new business and embedding responsible AI and Four’s proprietary methodologies across major Saudi communications programmes today.

Best Communicator of the Year

WINNER

Rijosh Joseph
Burson, Saudi Arabia



Rijosh Joseph (aka RJ), Burson's first Chief Client Officer in Saudi Arabia, showed what real leadership looks like. He turned client crises into trust, transformed contracts into partnerships, and invested in the next generation of Saudi professionals in our industry.

Chairman's Award

WINNER

Dana Tahir
CEO at HAVAS Red Middle East



A champion of Arab and Middle Eastern voices, Dana Tahir has built a career around bringing the region's talent and creativity to a global audience. With nearly 20 years in public relations and communications, she advises global and regional brands on building trust & reputation, guided by a deep understanding of the region's cultural landscape.

In 2026, she became the first Arab woman from MENA to serve as PR Lions Jury President at Cannes Lions. Her work continues to bring the region's ideas and creative voices to the global stage.

In-House Team of the Year

WINNER

Ras Al Khaimah Tourism Development Authority

RAKTDA Destination Marketing & Communications Team



RAKTDA's Marcomms team, covering 20 markets, helped deliver a record visitor year for Ras Al Khaimah in 2025. It proved itself further under pressure, launching RAK Moments when the regional conflict erupted earlier this year, sustaining hotels and protecting livelihoods.

Independent Agency of the Year

WINNER

Gambit Communications

Chess Not Checkers



In an unprecedented year of conflict, Gambit stayed true to its principles and made no redundancies or salary cuts, instead growing its business 11%, winning 19 new clients, 42 trophies, six Agency of the Year titles and Young Lions gold.

Small Agency of the Year

WINNER

Tales & Heads

Tales & Heads. Proudly Homegrown in the UAE.



While it wasn't the year we planned, it's amplified our pride in being born in the UAE. It's brought us closer to each other and our clients, and we've found new strength in our agency model and team culture.

Medium Agency of the Year

WINNER

Current Global MENAT

Current Global MENAT - The Black Belt Mentality



In a period defined by uncertainty this year was about embracing the 'Black Belt Mentality' helping deliver our strongest ever financials, deepen client partnerships, strengthen our award-winning culture and earn the trust of some of the region's most loved brands.

Large Agency of the Year

WINNER

Gambit Communications

Chess Not Checkers



In an unprecedented year of conflict, Gambit stayed true to its principles and made no redundancies or salary cuts, instead growing its business 11%, winning 19 new clients, 42 trophies, six Agency of the Year titles and Young Lions gold.

Network Agency of the Year

WINNER

Memac Ogilvy



Memac Ogilvy delivered exceptional growth through innovation, creativity, and trusted partnerships, expanding talent, retaining clients, pioneering AI and influencer solutions, advancing the communications industry, and producing award-worthy campaigns that combined measurable business impact with outstanding creative and cultural relevance.