2021 MEPRA Awards Finalists
### Best COVID-19 Response Campaign

#### Best Creative Approach During COVID-19
- Action Global Communications: *UFC Fight Island ‘Triple Header’*
- APCO Worldwide: *Adapting UOWD’s Education Model in the Age of the Pandemic*
- BPG: *Cigna Addresses the Silent Pandemic*
- BPG Group: *SingaPoReimagine with all your senses*
- Gambit Communications and Ferrari Middle East: *Introducing the Portofino M to the Middle East*
- Memac Ogilvy: *Framing Qatar*
- Memac Ogilvy: *What You Don’t See*
- Siemens Energy in the Middle East: *Energy Week*
- W7Worldwide: *Communications for a Changing World*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*

#### Best Internal Communications Response During COVID-19
- APCO Worldwide: *‘Look Ahead’with EDGE Group*
- Emirates Global Aluminium: *We are EGA. Together we can beat COVID-19*
- Mastercard MEA: *Mastercard: Priceless Together*
- Memac Ogilvy: *What You Don’t See*

#### Best Social Impact Campaign in Response to COVID-19
- Action Global Communications: *ADEK Back To School*
- Hill+Knowlton Strategies with AstraZeneca: *New Normal, Same Cancer*
- Hill+Knowlton Strategies with the Saudi Esports Federation: *Gamers Without Borders No One Left Behind*
- Hill+Knowlton Strategies and Twitter: *Take on COVID-19*
- UAE Government Media Office: *Mars Shot*
- UAE Government Media Office: *The 7 Challenge*
- W7Worldwide: *Dispelling PR Myths*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Passion for a Priceless Planet*
## 2021 MEPRA Awards Finalists

### Techniques

<table>
<thead>
<tr>
<th>Best use of Digital PR</th>
<th>Best Launch/ Live Event / Stunt</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASDA'A BCW:</strong> #MoveForwardwithBayer</td>
<td><strong>Abu Dhabi National Exhibitions Company with Four MENA:</strong> IDEX and NAVDEX 2021</td>
</tr>
<tr>
<td><strong>Gambit Communications and Ferrari Middle East:</strong> Introducing the Portofino M to the Middle East</td>
<td><strong>Memac Ogilvy:</strong> Carrefour City+</td>
</tr>
<tr>
<td><strong>Gambit Communications &amp; Abarth:</strong> The Pocket Rocket Takes Centre Stage</td>
<td><strong>Red Havas:</strong> Launching the region’s largest digital art centre – Infinity des Lumières</td>
</tr>
<tr>
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<td><strong>Red Havas:</strong> Red Havas: Launching the region’s largest digital art centre – Infinity des Lumières</td>
</tr>
<tr>
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</tr>
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</tr>
<tr>
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<td><strong>Red Havas:</strong> Red Havas: Adidas Flagship Store Opening</td>
</tr>
<tr>
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</tr>
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</tr>
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<td><strong>Weber Shandwick MENAT &amp; Mastercard MEA:</strong> Mastercard: Collaborate to Innovate</td>
</tr>
<tr>
<td><strong>Weber Shandwick MENAT &amp; Epson ME:</strong> Epson Gen-Z BLJ</td>
<td><strong>Wizz Air Four MENA:</strong> All things that Wizz: launching a new UAE airline during the COVID-19 pandemic</td>
</tr>
</tbody>
</table>

### Supporting Partners

- Memac Ogilvy
- YouGov
- Hill+Knowlton Strategies
- ASDA'ABW
- Matrix Public Relations
- APCO Worldwide
- ACORN Strategy
- CARMA
- MOJO
- Mubadala
- Epsilon
- Weber Shandwick
- Edelman
- Four
Best Use of Data & Insights

- ASDA'A BCW: Reaching a billion people in 30 days: The 12th Annual ASDA'A BCW Arab Youth Survey 2020
- ASDA'A BCW: Seizing the Opportunity of Connected Payments
- ASDA'A BCW: A pioneering initiative to safeguard the health and well-being of present and future generations of Emiratis
- ASDA'A BCW: A pioneering study on MENA region’s streaming-video-on-demand consumption
- Gambit Communications & Swissquote: The Trust Equation
- Hill+Knowlton Strategies and Twitter: The Future is Female
- Hill+Knowlton Strategies with Royal Commission for AlUla: A Journey Through Time
- Weber Shandwick MENAT & Bank ABC: Banking Beyond Digital
- Weber Shandwick MENAT & Mastercard MEA: Mastercard: Empowering Every Business
- Weber Shandwick MENAT & Mastercard MEA: Mastercard: Passion for a Priceless Planet

Best use of Sponsorship

- Matrix Public Relations: How Matrix PR helped Dabur strike the right chord in the GCC market with over 68 million impressions and 13 million views
- Red Havas: Launching the region’s largest digital art centre – Infinity des Lumières
- TikTok: TikTok UEFA #EURO2020
2021 MEPRA Awards Finalists

Techniques

**Best Use of Creative**
- ASDA’A BCW: #MoveForwardwithBayer
- BPG: Adol - Celebrate Life
- Memac Ogilvy: Taa Marbouta
- Mubadala Investment Company: Investing in Innovation
- Red Havas: Adidas Beyond the Surface
- UAE Government Media Office: Martian Stamp
- UAE Government Media Office: DOUBLE MOON
- W7Worldwide: Dispelling PR Myths
- Weber Shandwick MENAT & Dorco: Shave Goodbye to Bad Razors
- Weber Shandwick MENAT & Epson Middle East: Epson Genuine Ink

**Best Integrated Campaign**
- ASDA’A BCW: Reaching a billion people in 30 days: The 12th Annual ASDA’A BCW Arab Youth Survey 2020
- ASDA’A BCW: A pioneering initiative to safeguard the health and well-being of present and future generations of Emiratis
- Gambit Communications & Abarth: The Pocket Rocket Takes Centre Stage
- Gambit Communications & BBC Studios: Raising Kind Children with CBeebies
- Gambit Communications & Virtue: Launching ‘Wild Allies’
- Hill+Knowlton Strategies and Twitter: The Future is Female
- Hill+Knowlton Strategies with Pelham Communications: Royal Commission for Riyadh City
- Red Havas: Adidas Beyond the Surface
- UAE Government Media Office: DOUBLE MOON
- Weber Shandwick MENAT & Mastercard MEA: Mastercard: Empowering Every Business
### Best Use of Influencer

- **Brazen MENA:** *Veuve Clicquot x International Women’s Day*
- **Gambit Communications & BBC Studios:** *Saving our Perfect Planet with BBC Earth*
- **Hill+Knowlton Strategies with PUBG MOBILE:** *Game On Henedy*
- **Hill+Knowlton Strategies with PUBG MOBILE:** *Noor Stars Music Video*
- **Houbara Communications and Volkswagen Middle East:** *T-Roc Launch - “Born Confident”*
- **J&J with Four MENA:** *Naturally, I Choose Johnson’s*
- **Memac Ogilvy:** *Framing Qatar*
- **Red Havas:** *IT COSMETICS REGIONAL LAUNCH*
- **Weber Shandwick MENAT & Google MENA:** *The Google Cook-Off*
- **Weber Shandwick MENAT & Mastercard MEA:** *Mastercard: Passion for a Priceless Planet*

### Best use of Traditional Media Relations (Consumer/Trade)

- **By Masdar, Abu Dhabi Future Energy Company:** *For a Sustainable Future*
- **Edelman Middle East:** *Virgin Hyperloop*
- **Emirates Airline Festival of Literature with Four MENA:** *CHANGE THE STORY*
- **Farah Experiences and Weber Shandwick MENAT:** *Celebrating 10 years of Ferrari World Abu Dhabi*
- **Gambit Communications & Swissquote:** *The Trust Equation*
- **Gambit Communications and Sharjah Sustainable City:** *Building a Sustainable Lifestyle*
- **Red Havas:** *Launching the region’s largest digital art centre - Infinity des Lumières*
- **Weber Shandwick MENAT & Chevrolet Middle East:** *The Official SUV of Action: The All-New Chevrolet Tahoe*
- **Weber Shandwick MENAT & Mastercard MEA:** *Mastercard: Empowering Every Business*
- **Wizz Air Four MENA:** *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*
2021 MEPRA Awards Finalists

Techniques

Best Use of Video
- Al-Futtaim IKEA and Impact Porter Novelli: #IKEALifeAtHome Reportage Video
- Edelman Middle East: Mitsubishi Power Middle East and Africa
- Hill+Knowlton Strategies with PUBG MOBILE: Noor Stars Music Video
- Hill+Knowlton Strategies with PUBG MOBILE: Game On Henedy
- J&J with Four MENA: Naturally, I Choose Johnson's
- Memac Ogilvy: Seroo Fi Al Ardh
- Weber Shandwick MENAT & Dorco: Shave Goodbye to Bad Razors
- Weber Shandwick MENAT & Mastercard MEA: Mastercard: Collaborate to Innovate
- Weber Shandwick MENAT & McDonald’s Kuwait: Welcome to the Kitchen Challenge

Best Use of Limited Budget
- Emirates Airline Festival of Literature with Four MENA: CHANGE THE STORY
- Gambit Communications & Abarth: The Pocket Rocket Takes Centre Stage
- Gambit Communications & BBC Studios: Raising Kind Children with CBeebies
- Gambit Communications & BBC Studios: Saving our Perfect Planet with BBC Earth
- Gambit Communications & Virtue: Launching ‘Wild Allies’
- Hill+Knowlton Strategies for PS4/Golf Saudi: The Ladies First Club
- Hill+Knowlton Strategies with Instagram: #ChooseWordsWisely
- Memac Ogilvy: Taa Marbauta
- Siemens: #BeGolden: Sparking a Cultural Evolution
- Weber Shandwick MENAT & Epson ME: Epson Gen-Z BIJ

Supporting Partners

Best Automotive Campaign

- Edelman Middle East: Nissan Saudi Arabia
- Gambit Communications & Abarth: The Pocket Rocket Takes Centre Stage
- Gambit Communications & Ferrari Middle East: Communicating The Ferrari Lifestyle at the Ferrari Lounge
- Gambit Communications and Ferrari Middle East: Introducing the Portofino M to the Middle East
- Houbara Communications and Volkswagen Middle East: T-Roc Launch - “Born Confident”
- INFINITI Middle East with Four MENA: The Great Escape: 2021 QX80 Black Edition launch
- Memac Ogilvy: Reimagine
- Memac Ogilvy: Kia Unlock Your Sorento
- Peugeot Middle East & Performance Communications: Buckle Up! Peugeot Road Safety Campaign
- Weber Shandwick MENAT & Chevrolet Middle East: The Official SUV of Action: The All-New Chevrolet Tahoe

Best Business to Business Campaign

- ASDA'A BCW: Seizing the Opportunity of Connected Payments
- Acorn Strategy: 5th WCO AEO Global Conference
- ACWA Power with Hill+Knowlton Strategies: Transition Talks
- APCO Worldwide: Launching Cruise Saudi – bringing a new industry to Saudi Arabia
- DAFZA with Four MENA: Let’s Make It Possible
- Gambit Communications & Help AG: Thought Leadership in Cybersecurity
- Global Aerospace Summit 2020 and Four MENA: Insight and integration
- Matrix Public Relations: Milestone Systems regularly quoted as an industry Thought Leaders thanks to the Scrum!
- ORACLE: AI@Work
- Red Havas: Taking the Middle East’s first unicorn with wheels public
# 2021 MEPRA Awards Finalists

## Sector & Services

### Best Consumer Goods Campaign
- Action Global Communications: *Fine Hygienic Holding*
- BPG: Delivering a picture perfect campaign for Sony MEA: *BPG: Delivering a picture perfect campaign for Sony MEA*
- Gambit Communications & Abarth: *The Pocket Rocket Takes Centre Stage*
- Gambit Communications and Ferrari Middle East: *Introducing the Portofino M to the Middle East*
- Houbara Communications and Volkswagen Middle East: *T-Roc Launch - ‘Born Confident’*
- J&J with Four MENA: *Naturally, I Choose Johnson’s*
- Matrix Public Relations: *How Matrix PR leveraged the reach of 240 Influencers to help Himalaya increase sales by 22%*
- Red Havas: *Adidas Beyond the Surface*
- Red Havas: *Hershey’s ‘Bake the Most of It’*
- Weber Shandwick MENAT & Dorco: *Shave Goodbye to Bad Razors*

### Best Consumer Services Campaign
- ASDA'A BCW: *A pioneering study on MENA region’s streaming-video-on-demand consumption*
- Emirates Airline Festival of Literature with Four MENA: *CHANGE THE STORY*
- Matrix Public Relations: *Empowering women in their fearless pursuit of beauty*
- Memac Ogilvy: *Mall of Oman Launch*
- Red Havas: *Taking the Middle East’s first unicorn with wheels public*
- Roads and Transport Authority, Dubai: *Opening of Route 2020*
- W7Worldwide: *Healthcare Innovation for the Saudi Market*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*
- Wizz Air Four MENA: *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*
- Yas Island with Four MENA: *Stayin’ On Yas*
2021 MEPRA Awards Finalists

Sector & Services

Best Corporate Reputation Campaign
- ASDA'A BCW: #MoveForwardwithBayer
- Gambit Communications & Help AG: Thought Leadership in Cybersecurity
- Gambit Communications & Swissquote: The Trust Equation
- Hill+Knowlton Strategies and Twitter: The Future is Female
- Hill+Knowlton Strategies with Royal Commission for AIUla: A Journey Through Time
- Matrix Public Relations: How Acronis employed Law of New Category to create a Distinct Identity
- Matrix Public Relations: Century Financial - Rising above the noise: A data-driven financial communications strategy resulting in over 4.24 Billion digital impressions
- Weber Shandwick MENAT & Mastercard MEA: Mastercard: Smarter, Bigger, Bolder
- Weber Shandwick MENAT & Mastercard MEA: Mastercard: Empowering Every Business
- Weber Shandwick MENAT & Mastercard MEA: Mastercard: Collaborate to Innovate

Best Crisis Communications /Issues Management Strategy
- Matrix Public Relations: Shifting the conversion amidst the pandemic
- W7Worldwide: Proactive Reputation Management

Best Arts & Culture Campaign
- Action Global Communications: World Art Dubai Relaunches Face-to-Face Events In The UAE
- Atlantis, The Palm: The Journey of Humanity
- Emirates Airline Festival of Literature with Four MENA: CHANGE THE STORY
- Gambit Communications & BBC Studios: Raising Kind Children with CBeebies
- Gambit Communications & BBC Studios: Saving our Perfect Planet with BBC Earth
- Gambit Communications & Virtue: Launching ‘Wild Allies’
- Hill+Knowlton Strategies with Pelham Communications: Royal Commission for Riyadh City
- Memac Ogilvy: Seeroo Fi Al Ardh
- Memac Ogilvy: The World of Banksy
- Red Havas: Launching the region’s largest digital art centre – Infinity des Lumières

Supporting Partners
### Best Energy or Natural Resources Campaign
- APCO Worldwide: *On Renewables – podcasting sustainable dialogues*
- EGA with Hill+Knowlton Strategies and LMTD: *The World’s First Solar Aluminium*
- Emirates Nuclear Energy Corporation and Four MENA: *The clean electricity era*
- W7 Worldwide: *A Truly Local Company*

### Best Fashion or Beauty Campaign
- Action Global Communications: *Abu Dhabi Beauty Week*
- Hill+Knowlton Strategies with Dyson: *Championing hair health in the region*
- Matrix Public Relations: *Empowering women in their fearless pursuit of beauty*
- Matrix Public Relations: *How Matrix PR helped Dabur strike the right chord in the GCC market with over 68 million impressions and 13 million views*
- Matrix Public Relations: *How Matrix PR leveraged the reach of 240 Influencers to help Himalaya increase sales by 22%*
- Red Havas: *“Be What You Want to Be” – KIKO Milano Arabia*
- Red Havas: *DAMAS – GAIA LAUNCH*
- Red Havas: *IT COSMETICS REGIONAL LAUNCH*
- Red Havas: *Michael Kors SoHo Bag Launch*

### Best Financial Services Campaign
- ASDA’A BCW: *Seizing the Opportunity of Connected Payments*
- BPG: *Going cashless: PayBy*
- BPG: *Gulf Bank - Communicating like a partner, not a bank.*
- Gambit Communications & Swissquote: *The Trust Equation*
- Hill+Knowlton Strategies with ACWA Power: *Publicising Saudi Arabia’s Biggest IPO Since Aramco*
- Instinctif Partners for Tanmiah Food Company: *Hatching a plan: How Saudi Arabia’s Tanmiah Food Company went from farm to market*
- Matrix Public Relations: *Century Financial - Rising above the noise: A data-driven financial communications strategy resulting in over 4.24 Billion digital impressions*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Collaborate to Innovate*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Smarter, Bigger, Bolder*
2021 MEPRA Awards Finalists

Sector & Services

Best Food & Beverage Campaign
- BPG: Celebrating 30 years of Le Pain Quotidien
- Brazen MENA: Veuve Clicquot x International Women’s Day
- Red Havas: Hershey’s ‘Bake the Most of It’
- Weber Shandwick MENAT & McDonald's Kuwait: Welcome to the Kitchen Challenge

Best Healthcare Campaign
- ASDA'A BCW: A pioneering initiative to safeguard the health and well-being of present and future generations of Emiratis
- APCO Worldwide: 50% Is Not Enough - Boosting Vaccine Confidence in the UAE
- Hill+Knowlton Strategies with AstraZeneca: New Normal, Same Cancer
- Matrix Public Relations: Empowering women in their fearless pursuit of beauty
- W7 Worldwide: Digital Leadership in Healthcare
- W7 Worldwide: Healthcare Innovation for the Saudi Market
- W7 Worldwide: The Rising Burden of Medication in KSA: A Pragmatic Approach to Minimize It

Best Government Communications & Public Affairs Campaign
- Action Global Communications: ADEK Back To School
- APCO Worldwide: Positioning the Kingdom of Saudi Arabia as a Global Transport Hub and Logistics Center
- ASDA'A BCW: A pioneering initiative to safeguard the health and well-being of present and future generations of Emiratis
- Dubai CommerCity with Four MENA: Enabling the ‘e’ in commerce
- Emirates Nuclear Energy Corporation and Four MENA: The clean electricity era (copy) (copy)
- Hill+Knowlton Strategies with Pelham Communications: Royal Commission for Riyadh City
- UAE Government Media Office: DOUBLE MOON
- UAE Government Media Office: Mars Shot
- UAE Government Media Office: Martian Stamp
- Weber Shandwick MENAT & Mastercard MEA: Mastercard: Building the Cities of the Future

Supporting Partners
### Best Internal Communications Campaign
- APCO Worldwide: *APCO — Shaping ATRC’s Internal Comms for Success*
- APCO Worldwide: ‘OneEDGE’
- Building a new future for construction with AMANA: *BPG: Building a new future for construction with AMANA*
- Dubai Holding: *One Company One Ambition*
- Emirates Global Aluminium: *Creating value through purpose and culture*
- Hill+Knowlton Strategies with Standard Chartered: ‘I am Standard Chartered’
- Hill+Knowlton Strategies with TAQA: *Putting People First*
- Mastercard MEA: *Mastercard: Priceless Together*
- Memac Ogilvy: *GroPro*
- Siemens: *#BeGolden: Sparking a Cultural Evolution*

### Best Real Estate / Construction Campaign
- Building a new future for construction with AMANA: *Building a new future for construction with AMANA*
- Gambit Communications and Sharjah Sustainable City: *Building a Sustainable Lifestyle*

### Best Non-profit / Humanitarian / Charitable Campaign
- Dubai Holding: *The Perfect Gift is Saving Lives*
- Dubai Holding: *A Meal for a Brighter Tomorrow*
- Emirates Literature Foundation with Four MENA: *Improving lives, one book at a time*
- Hill+Knowlton Strategies with Instagram: *#ChooseWordsWisely*
- Memac Ogilvy: *Taa Marbouta*
- Place Communications: *Unified Robotics 2021 Competition*
- W7Worldwide: *Empowering Women in Cybersecurity*
Best Professional Services Campaign
- BPG: Leading in the New Normal: KPMG Lower Gulf
- W7Worldwide: Healthcare Innovation for the Saudi Market

Best Retail Campaign
- Al-Futtaim IKEA and Impact Porter Novelli: #IKEAxLocal Culture
- ASDA’A BCW: Ramadan is Better Together
- Matrix Public Relations: Empowering women in their fearless pursuit of beauty
- Matrix Public Relations: How Matrix PR helped Dabur strike the right chord in the GCC market with over 68 million impressions and 13 million views
- Matrix Public Relations: How Matrix PR leveraged the reach of 240 Influencers to help Himalaya increase sales by 22%
- Memac Ogilvy: Mall of Oman Launch
- Red Havas: Launching the World’s Largest Fountain at The Pointe
- Red Havas: Opening the highest vantage point at the Palm Jumeirah – The View at The Palm

Best Sports & Recreational Campaign
- Action Global Communications: UFC Fight Island ‘Triple Header’
- Action Global Communications: 12th Abu Dhabi World Professional Jiu-Jitsu Championship
- ASDA’A BCW: #PlayItForward: Saudi’s bid to host the AFC Asia Cup 2027
- Hill+Knowlton Strategies with Diriyah: Best 2021 Diriyah E Prix, Formula E’s first ever night race
- Hill+Knowlton Strategies with the Saudi Esports Federation: Gamers Without Borders No One Left Behind
- ASDA’A BCW: Escaping to the Great Outdoors: Launching the world’s first Bear Grylls Explorer Camp
- Hill+Knowlton Strategies for P54/Golf Saudi: The Ladies First Club
- Red Havas: Adidas Beyond the Surface
- Weber Shandwick MENAT & Chevrolet Middle East: The Official SUV of Action: The All-New Chevrolet Tahoe
2021 MEPRA Awards Finalists

Supporting Partners

Sector & Services

**Best Sustainability Campaign**
- ASDA’A BCW: *Back home to the seas*
- EGA with Hill+Knowlton Strategies and LMTD: *The World’s First Solar Aluminium*
- Emirates Nuclear Energy Corporation and Four MENA: *The clean electricity era*
- Gambit Communications and Sharjah Sustainable City: *Building a Sustainable Lifestyle*
- Gambit Communications & BBC Studios: *Saving our Perfect Planet with BBC Earth*
- Hill+Knowlton Strategies with Extreme E & Saudi Arabia Motorsport Federation: *Best Sustainability Campaign*
- Memac Ogilvy: *Greener Home*
- Standard Chartered Bank: *Standard Chartered: Financing the MENA region’s sustainability aspirations and diversification objectives*
- Weber Shandwick MENAT & Epson ME: *Epson Gen-Z BIJ*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Passion for a Priceless Planet*

**Best Technology Campaign**
- Gambit Communications & Help AG: *Thought Leadership in Cybersecurity*
- Hill+Knowlton Strategies with EZVIZ: *#NeverMissAMoment*
- Hill+Knowlton Strategies with Instagram: *#ChooseWordsWisely*
- Hill+Knowlton Strategies with Facebook Inc.: *#MonthOfGood*
- Hill+Knowlton Strategies with PUBG MOBILE: *Game On Henedy*
- Matrix Public Relations: *How Acronis overachieved MQL targets by 140% with help from Matrix PR*
- Red Havas: *Taking the Middle East’s first unicorn with wheels public*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Collaborate to Innovate*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Smarter, Bigger, Bolder*
**2021 MEPRA Awards Finalists**

### Sector & Services

#### Best Transportation & Logistics Campaign
- Abu Dhabi Ports Group: *HOPE Consortium (World Immunisation & Logistics Summit)*
- APCO Worldwide: *Positioning the Kingdom of Saudi Arabia as a Global Transport Hub and Logistics Center*
- ASDA’A BCW: *Building trust in flying with the Arab world’s first in-person aviation event*
- BPG: *Keeping the world moving: DHL Global Forwarding*
- DAFZA with Four MENA: *Let’s Make It Possible*
- Dubai CommerCity with Four MENA: *Enabling the ‘e’ in commerce*
- Red Havas: *Taking the Middle East’s first unicorn with wheels public*
- Weber Shandwick MENAT & Chevrolet Middle East: *The Official SUV of Action: The All-New Chevrolet Tahoe*
- Wizz Air Four MENA: *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*

#### Best Travel & Tourism Campaign
- ASDA’A BCW: *A brand new identity for the new reality*
- ASDA’A BCW: *Building trust in flying with the Arab world’s first in-person aviation event*
- BPG Group: *SingapoReimagine with all your senses*
- Hill+Knowlton Strategies with Royal Commission for AlUla: *A Journey Through Time*
- Memac Ogilvy: *Framing Qatar*
- The Ritz-Carlton with Four MENA: *Putting RAK on the Luxury Map*
- UAE Government Media Office: *The World’s Coolest Winter*
- W7Worldwide: *Sustainable-Local-Organic-Wellness-Learning-Inspiring-Fun-Experiences*
- Wizz Air Four MENA: *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*
- Yas Island with Four MENA: *Stayin’ On Yas*
2021 MEPRA Awards Finalists

Best Campaign in Market

Best Campaign - Lebanon
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*
- BPG: Gulf Bank - Communicating like a partner, not a bank
- Weber Shandwick MENAT & McDonald's Kuwait: *Welcome to the Kitchen Challenge*

Best Campaign - Egypt
- Hill+Knowlton Strategies with Instagram: *#ChooseWordsWisely*
- Hill+Knowlton Strategies with PUBG MOBILE: *Game On Henedy*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*

Best Campaign - Jordan
- Farah Experiences and Weber Shandwick MENAT: *Saraya Aqaba Waterpark Launch*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*

Best Campaign - Kuwait
- Memac Ogilvy: *Seroo Fi Al Ardh*

Best Campaign - Saudi Arabia
- ASDA'A BCW: *#MoveForwardwithBayer*
- ASDA'A BCW: *#PlayItForward: Saudi’s bid to host the AFC Asia Cup 2027*
- Hill+Knowlton Strategies with KAUST: *Entrepreneurship Adventures*
- Hill+Knowlton Strategies with Pelham Communications: *Royal Commission for Riyadh City*
- Hill+Knowlton Strategies with Royal Commission for AlUla: *A Journey Through Time*
- J&J with Four MENA: *Naturally, I Choose Johnson’s*
- Memac Ogilvy: *Greener Home*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*
- Weber Shandwick MENAT & Saudi Sports for All Federation (SFA): *SFA: Start Now*

Supporting Partners

**2021 MEPRA Awards Finalists**

**Best Campaign in Market**

### Best Campaign - Bahrain
- Memac Ogilvy: *McLaren Artura Launch*
- Weber Shandwick MENAT & Bank ABC: *Banking Beyond Digital*

### Best Campaign - Middle East
- ASDA’A BCW: *Reaching a billion people in 30 days: The 12th Annual ASDA’A BCW Arab Youth Survey 2020*
- Gambit Communications & Swissquote: *The Trust Equation*
- Gambit Communications and Ferrari Middle East: *Introducing the Portofino M to the Middle East*
- Hill+Knowlton Strategies and Twitter: *The Future is Female*
- Hill+Knowlton Strategies with Facebook Inc.: *#MonthofGood*
- Hill+Knowlton Strategies with PUBG MOBILE: *Game On Henedy*
- Publicist Inc: *Abla Fahita Drama Queen - Publicity Campaign by Publicist Inc*
- Red Havas: *Adidas Beyond the Surface*
- UAE Government Media Office: *DOUBLE MOON*
- UAE Government Media Office: *Mars Shot*

### Best Campaign - UAE
- Emirates Nuclear Energy Corporation and Four MENA: *The clean electricity era*
- Gambit Communications & Abarth: *The Pocket Rocket Takes Centre Stage*
- Gambit Communications & Swissquote: *The Trust Equation*
- Gambit Communications and Sharjah Sustainable City: *Building a Sustainable Lifestyle*
- Hill+Knowlton Strategies with AstraZeneca: *New Normal, Same Cancer*
- Mubadala Investment Company: *Investing In Innovation*
- UAE Government Media Office: *Mars Shot*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Building the Cities of the Future*
- Yas Island with Four MENA: *Stayin’ On Yas*
# 2021 MEPRA Awards Finalists

## People's Choice

<table>
<thead>
<tr>
<th>People's Choice Best Middle East Campaign of the Last 20 Years</th>
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<tbody>
<tr>
<td>ASDA'A BCW: <em>Predicting the future by understanding the hearts and minds of Arab youth</em></td>
</tr>
<tr>
<td>ASDA'A BCW: <em>The Boy Who Changed Betty Crocker</em></td>
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<tr>
<td>ASDA'A BCW: <em>Tapping the enormous Zakat pillar of Islam to benefit refugees in 2019</em></td>
</tr>
<tr>
<td>Emirates Nuclear Energy Corporation and Four MENA: <em>A new clean energy era with nuclear energy</em></td>
</tr>
<tr>
<td>Hill+Knowlton Strategies with Facebook Inc.: <em>#MonthofGood</em></td>
</tr>
<tr>
<td>Memac Ogilvy: <em>Dark Iftar</em></td>
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<tr>
<td>Memac Ogilvy: <em>The Autocomplete Truth</em></td>
</tr>
<tr>
<td>Memac Ogilvy &amp; CIP: <em>Potatoes on Mars</em></td>
</tr>
<tr>
<td>UAE Government Media Office: <em>DOUBLE MOON</em></td>
</tr>
<tr>
<td>Weber Shandwick MENAT &amp; Environment Agency - Abu Dhabi (EAD): <em>Vote Bu Tinah!</em></td>
</tr>
</tbody>
</table>

## Students & Academia

<table>
<thead>
<tr>
<th>Outstanding Professor of The Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Wollongong in Dubai: <em>Professor Mohamed Watfa</em></td>
</tr>
<tr>
<td>Murdoch University Dubai: <em>Joseph John Nalloor</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outstanding Student Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Murdoch University: <em>Sai Kemkar &amp; Nathan Melville Mendes</em></td>
</tr>
<tr>
<td>Murdoch University: <em>Aishani &amp; Gazala</em></td>
</tr>
</tbody>
</table>

## Supporting Partners

- Memac Ogilvy
- YouGov
- Hill+Knowlton Strategies
- ASDA'A BCW
- matrix
- APCO worldwide
- ACORN STRATEGY
- CARMA
- mojo
- MUBADALA
- Weber Shandwick
- Edelman
- four
## 2021 MEPRA Awards Finalists

### People & Teams

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

<table>
<thead>
<tr>
<th>Agency</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>APCO Worldwide</td>
<td>Oscar Rousseau</td>
</tr>
<tr>
<td>Gambit Communications</td>
<td>Ziad Ashkar</td>
</tr>
<tr>
<td>Hill+Knowlton Strategies</td>
<td>Abdel-Aziz Hammad</td>
</tr>
<tr>
<td>Hill+Knowlton Strategies</td>
<td>Aliasgar Gulshan</td>
</tr>
<tr>
<td>Hill+Knowlton Strategies</td>
<td>Hadi Hamdoun</td>
</tr>
<tr>
<td>Hill+Knowlton Strategies</td>
<td>Lara Mosgofian</td>
</tr>
<tr>
<td>Red Havas</td>
<td>Palak Mehta</td>
</tr>
<tr>
<td>SOCIATE</td>
<td>Saakshi Khubani</td>
</tr>
<tr>
<td>Weber Shandwick MENAT</td>
<td>Nikita Arora</td>
</tr>
<tr>
<td>Weber Shandwick MENAT</td>
<td>Shaleen Sukthankar</td>
</tr>
</tbody>
</table>

#### Independent Consultant or Freelancer of the Year

- Acorn Strategy: Abdul Hafiz Chaar - Graphic Designer, Animator & Photographer

#### Best Home-Grown Agency of the Year

- Gambit Communications: Levelling Up!
- Matrix Public Relations: Best Home-Grown Agency of the Year
- Publicist Inc: 10 Years of Winning Hearts & Minds Through PR
- SOCIATE: SOCIATE
- Tales & Heads: Based on a True Story
- TishTash Marketing and Public Relations: 10 years in Business and proving being specialist and an expert in a niche area works
- W7Worldwide: Think Local – Act Global

### Supporting Partners

[Image of supporting partners logos]
### Small In-House Team of the Year
- ACWA Power Global Services Ltd.: ACWA Power: Small In-House Team of The Year
- Emirates Literature Foundation: Emirates Literature Foundation: The team changing the world, book by book
- Mastercard MENA: Mastercard: A Priceless Team
- OPPO: The OPPO MEA PR Team: Positioning a Youth-Oriented Smartphone Brand in the UAE Market and Beyond
- Twitter: Twitter - Small In-House Team of the Year

### Small Agency of the Year
- Brazen MENA: Brazen MENA
- Gambit Communications: Levelling Up!
- Kekst CNC: Kekst CNC Dubai: winning clients with a winning team
- Matrix Public Relations: Small Agency of the Year
- Tales & Heads: Tales & Heads, Based on a True Story

### Large In-House Team of the Year
- Emirates Global Aluminium: Making modern life possible - a team with a purpose
- UAE Government Media Office: UAE Government Media Office

### Large Agency of the Year
- Acorn Strategy: Making Mighty Moves
- APCO Worldwide: APCO - Innovating and Adapting for a New World
- ASDA'A BCW: 2021: A Breakthrough Year
- Four MENA: The Power of Together
- Hanover Middle East: Agency of the Year
- HILL+ KNOWLTON STRATEGIES: ONE TEAM. ONE TARGET. A STAND OUT YEAR
- Memac Ogilvy: Memac Ogilvy
- TishTash Marketing and Public Relations: 10 years in Business and proving being specialist and an expert in a niche area works
- Weber Shandwick MENAT: Weber Shandwick MENAT