



































Best COVID-19 Response Campaign











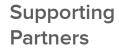




























Best COVID-19 Response Campaign

Best Social Impact Campaign in Response to COVID-19



Action Global Communications

ADEK Back To School



Hill+Knowlton Strategies with the Saudi Esports Federation Gamers Without Borders No One Left Behind



Hill+Knowlton Strategies with AstraZeneca New Normal, Same Cancer Techniques

Best Use of Digital PR



Gambit Communications & Abarth

The Pocket Rocket Takes Centre

Stage



UAE Government Media Office DOUBLE MOON



Hill+Knowlton Strategies with Facebook Inc.

#MonthofGood



































Techniques











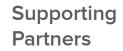




















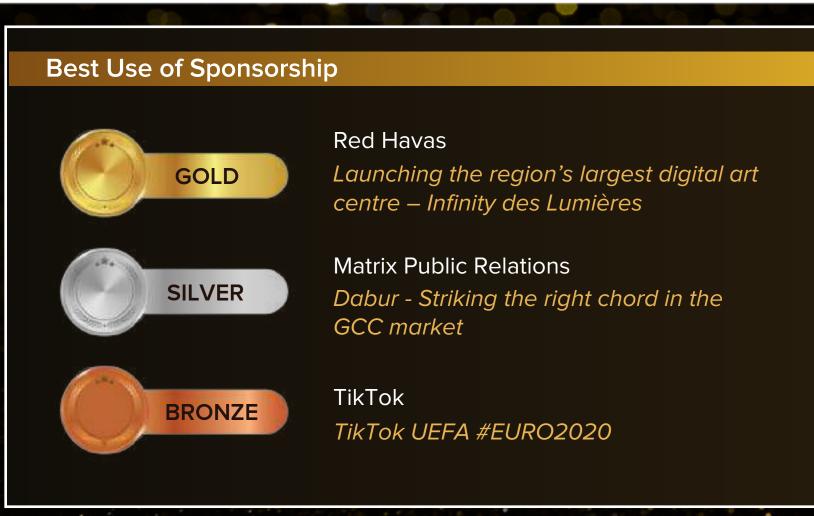


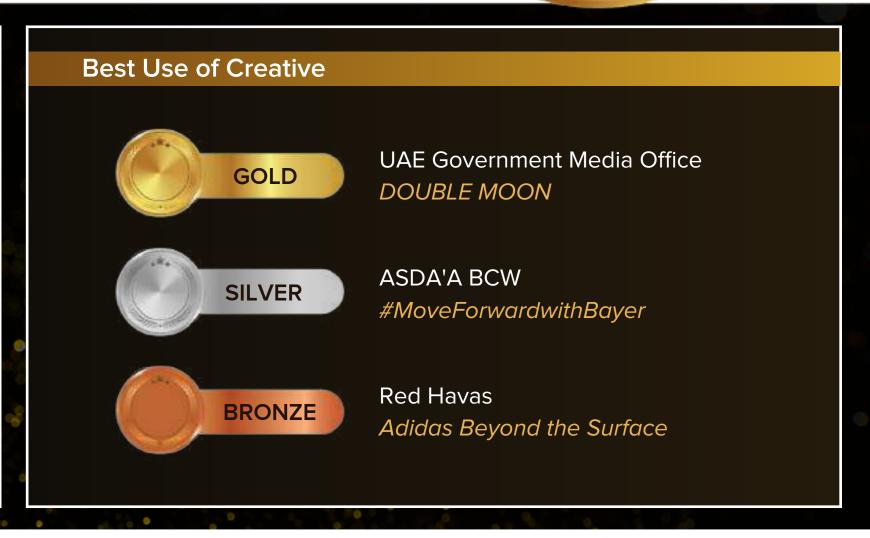






Techniques











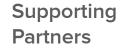






















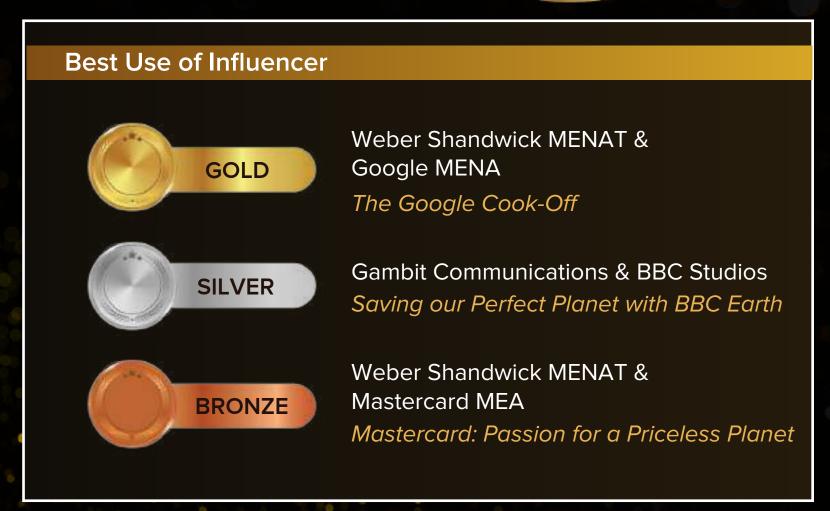






Techniques











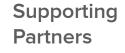






















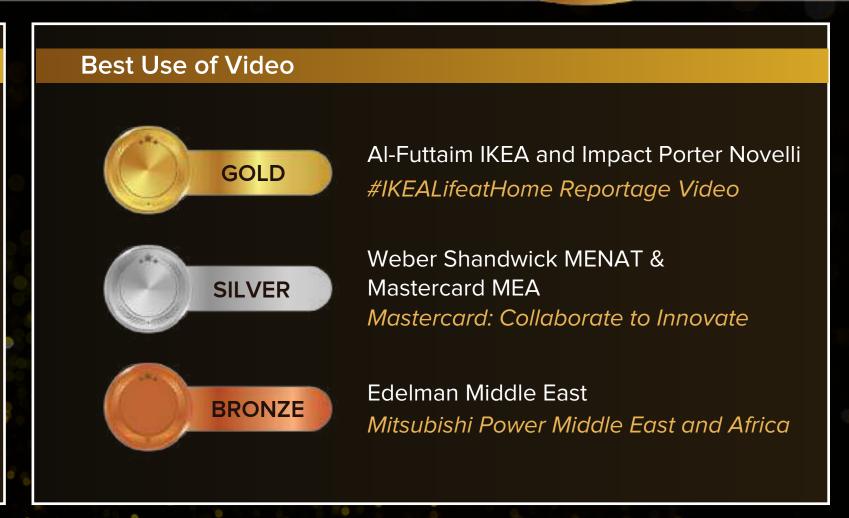






Techniques

Best use of Traditional Media Relations 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 Weber Shandwick MENAT & Chevrolet Middle East The Official SUV of Action: The All-New Chevrolet Tahoe









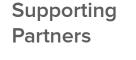




















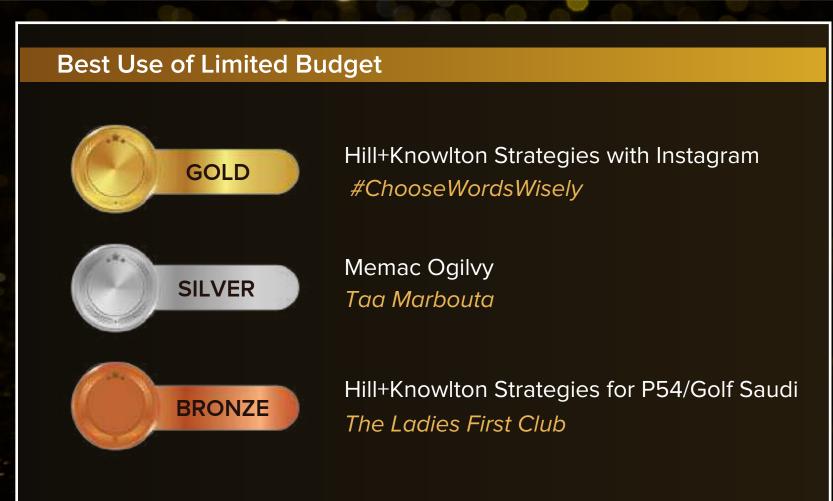








Techniques







































Sector & Services

Best Automotive Campaign Gambit Communications and Ferrari Middle East **GOLD** Introducing the Portofino M to the Middle East Weber Shandwick MENAT & Chevrolet Middle East **SILVER** The Official SUV of Action: The All-New Chevrolet Tahoe Peugeot Middle East & Performance **BRONZE** Communications Buckle Up! Peugeot Road Safety Campaign





















Supporting























































Sector & Services

Best Corporate Reputation Campaign Weber Shandwick MENAT & Mastercard MEA GOLD Mastercard: Smarter, Bigger, Bolder Hill+Knowlton Strategies with Royal Commission for AlUla **SILVER** A Journey Through Time **ASDA'A BCW BRONZE** #MoveForwardwithBayer









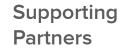






































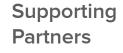




























Sector & Services

Best Financial Services Campaign Weber Shandwick MENAT & Mastercard MEA GOLD Mastercard: Smarter, Bigger, Bolder Hill+Knowlton Strategies with ACWA Power **SILVER** Publicising Saudi Arabia's Biggest IPO Since Aramco BPG **BRONZE** Going cashless: PayBy





































Sector & Services























Supporting







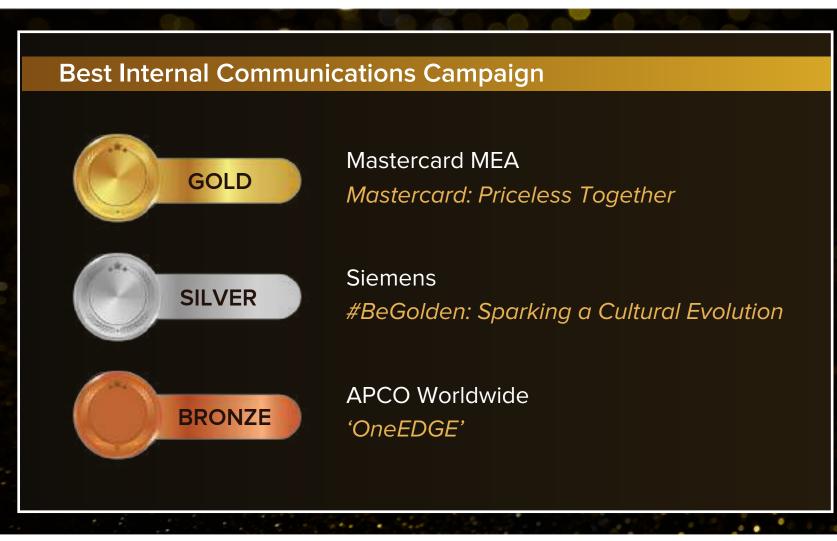






































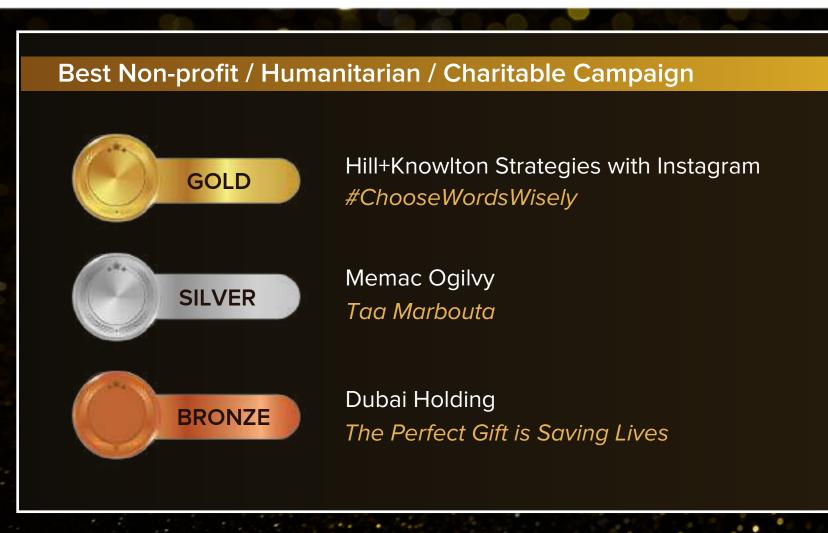




















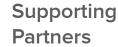


















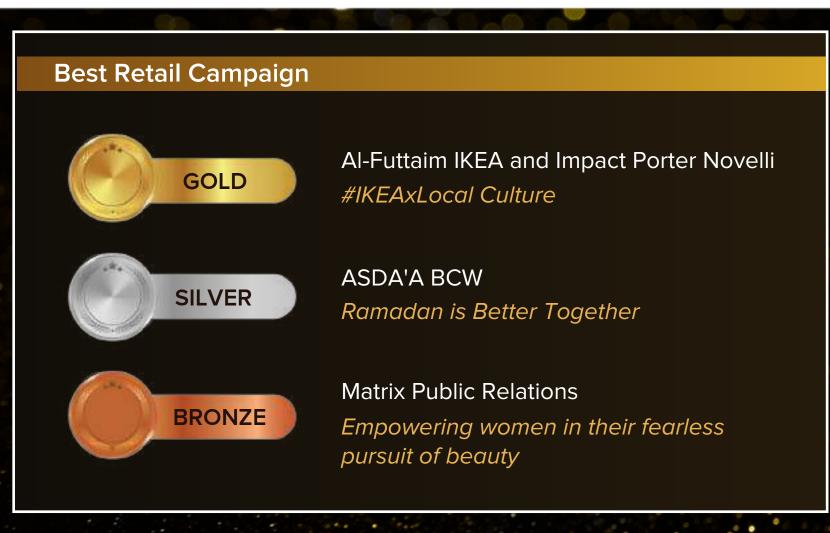


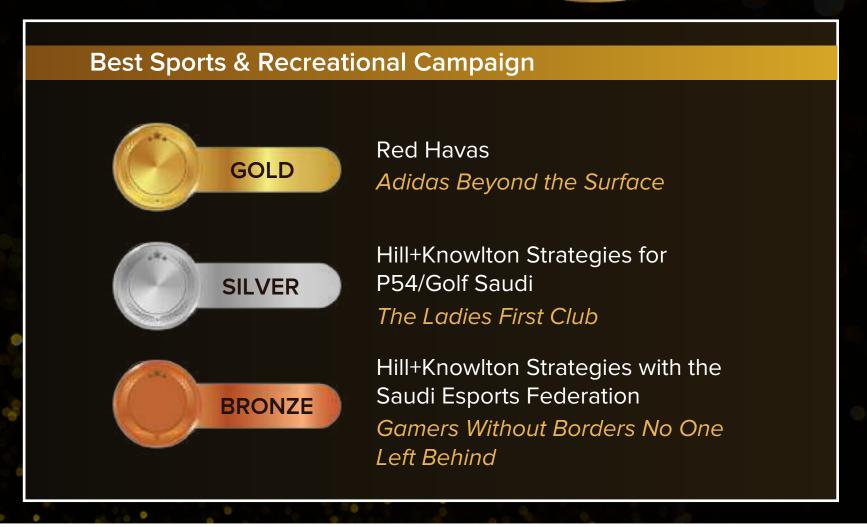


















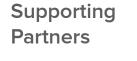


















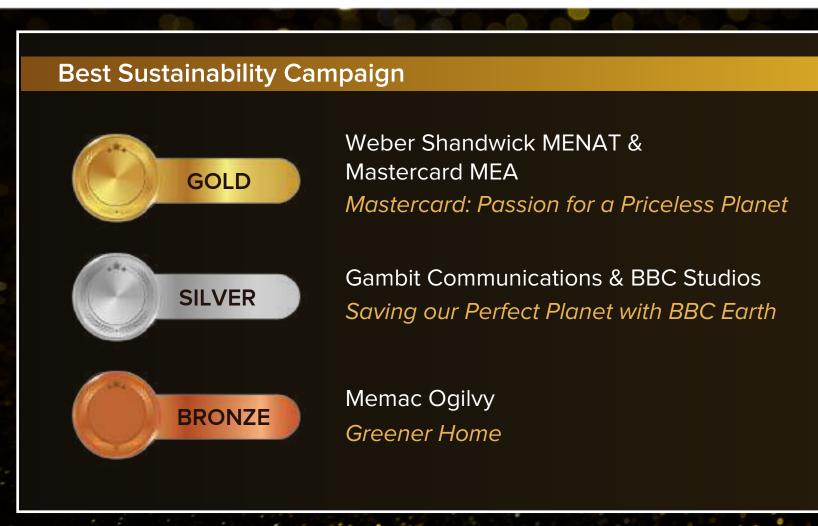










































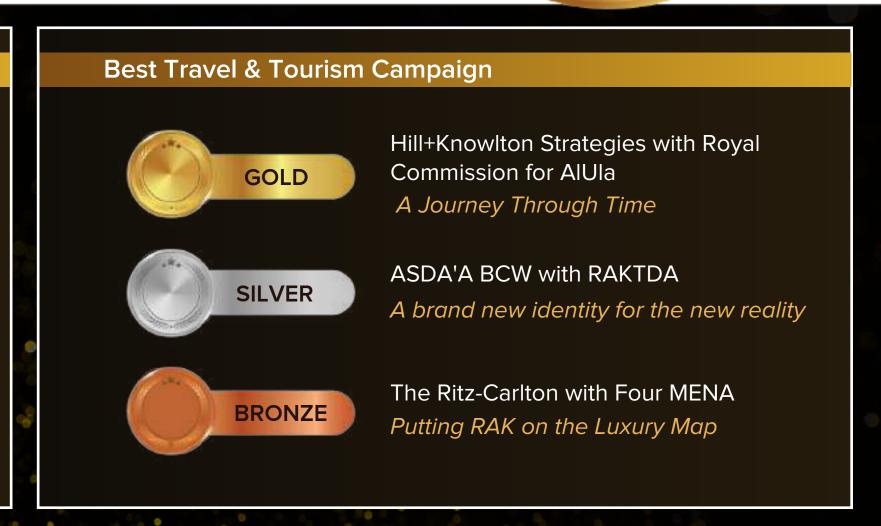






Sector & Services

Best Transportation & Logistics Campaign Weber Shandwick MENAT & Chevrolet Middle East The Official SUV of Action: The All-New Chevrolet Tahoe Red Havas Taking the Middle East's first unicorn with wheels public Wizz Air Four MENA All things that Wizz: launching a new UAE airline during the COVID-19 pandemic









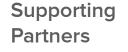


















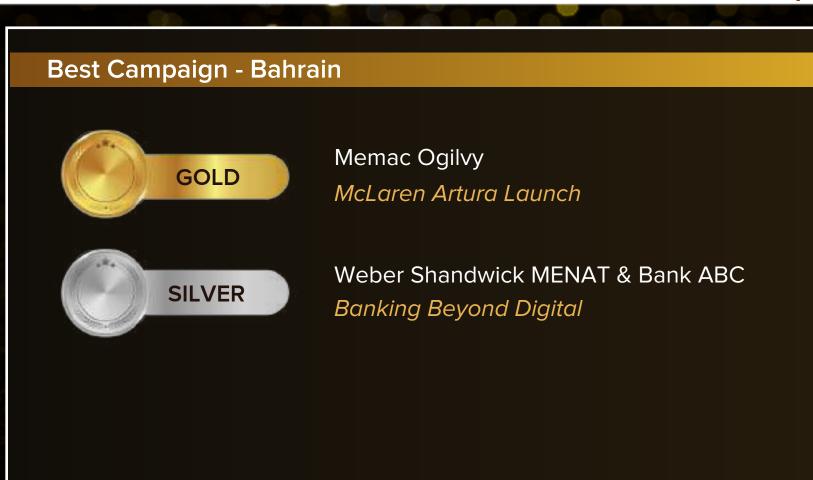




















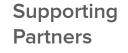


















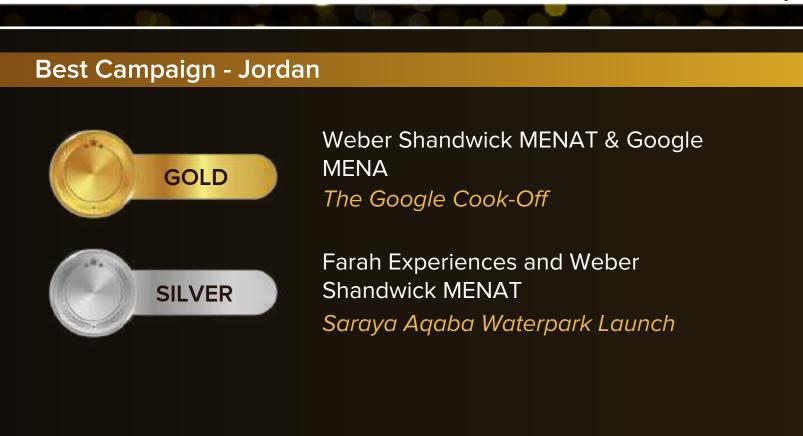




















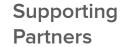






































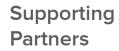




















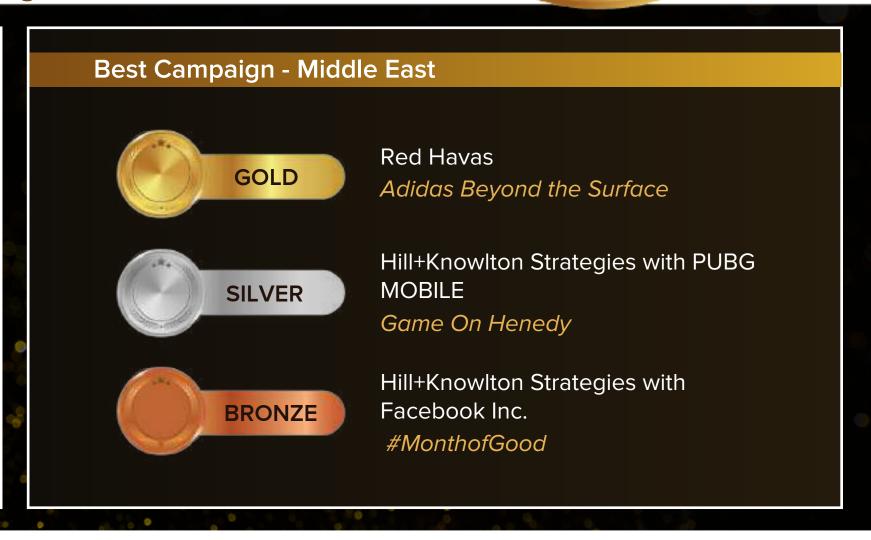


















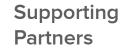




























People's Choice

Students & Academia

People's Choice Best Middle East Campaign of the Last 20 Years



Weber Shandwick MENAT & Environment Agency - Abu Dhabi (EAD)

Vote Bu Tinah!

Outstanding Professor of The Year



WINNER



University of Wollongong in Dubai Professor Mohamed Watfa

Outstanding Student Campaign



WINNER



Murdoch University
Sai Kemkar & Nathan Melville
Mendes



































People & Teams

Independent Consultant or Freelancer of the Year



Acorn Strategy

Abdul Hafiz Chaar

The "Dave Robinson" Award for Outstanding Young Communicator of the Year, Agency



WINNER



Hill+Knowlton Strategies *Aliasgar Gulshan*



Gambit Communications *Ziad Ashkar*







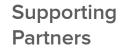




























People & Teams

Chairman's Lifetime Achievement Award



Jack Pearce

Matrix Public Relations

Small In-House Team of the Year



WINNER



Mastercard MENA

Mastercard: A Priceless Team

Large In-House Team of the Year



WINNER



UAE Government Media Office







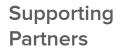




























People & Teams























Supporting













