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

<table>
<thead>
<tr>
<th>Best Creative Approach During COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
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<tr>
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<tr>
<td><strong>SILVER</strong></td>
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<tr>
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</table>

<table>
<thead>
<tr>
<th>Best Internal Communications Response During COVID-19</th>
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<tr>
<td><strong>GOLD</strong></td>
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</tbody>
</table>
# Best COVID-19 Response Campaign

<table>
<thead>
<tr>
<th>Award</th>
<th>Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>Action Global Communications &lt;br&gt;<code>ADEK Back To School</code></td>
</tr>
<tr>
<td>SILVER</td>
<td>Hill+Knowlton Strategies with the Saudi Esports Federation &lt;br&gt;<code>Gamers Without Borders No One Left Behind</code></td>
</tr>
<tr>
<td>BRONZE</td>
<td>Hill+Knowlton Strategies with AstraZeneca &lt;br&gt;<code>New Normal, Same Cancer</code></td>
</tr>
</tbody>
</table>

# Best Use of Digital PR

<table>
<thead>
<tr>
<th>Award</th>
<th>Winner</th>
</tr>
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<tbody>
<tr>
<td>GOLD</td>
<td>Gambit Communications &amp; Abarth &lt;br&gt;<code>The Pocket Rocket Takes Centre Stage</code></td>
</tr>
<tr>
<td>SILVER</td>
<td>UAE Government Media Office &lt;br&gt;<code>DOUBLE MOON</code></td>
</tr>
<tr>
<td>BRONZE</td>
<td>Hill+Knowlton Strategies with Facebook Inc. &lt;br&gt;<code>#MonthofGood</code></td>
</tr>
</tbody>
</table>
# 2021 MEPRA Awards Winners

## Techniques

<table>
<thead>
<tr>
<th>Best Launch/ Live Event / Stunt</th>
<th>Best Use of Data &amp; Insights</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td><strong>GOLD</strong> Mastercard: Empowering Every Business</td>
</tr>
<tr>
<td>UAE Government Media Office Marti...</td>
<td><strong>BRONZE</strong> Hill+Knowlton Strategies with Royal Commission for AlUla A Journey Through Time</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td><strong>SILVER</strong> Rural Oil: A Journey Through Time</td>
</tr>
<tr>
<td>Red Havas Launching the region's largest digital art centre – Infinity des Lumières</td>
<td><strong>GAMBIT COMMUNICATIONS &amp; SWISSQUOTE The Trust Equation</strong></td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td><strong>BRONZE</strong> Weber Shandwick MENAT &amp; Mastercard MEA Mastercard: Collaborate to Innovate</td>
</tr>
<tr>
<td>Weber Shandwick MENAT &amp; Mastercar...</td>
<td><strong>SILVER</strong> Red Havas Launching the region's largest digital art centre – Infinity des Lumières</td>
</tr>
</tbody>
</table>
2021 MEPRA Awards Winners

**Best Use of Sponsorship**

- **GOLD**
  - Red Havas
  - Launching the region’s largest digital art centre – Infinity des Lumières

- **SILVER**
  - Matrix Public Relations
  - Dabur - Striking the right chord in the GCC market

- **BRONZE**
  - TikTok
  - TikTok UEFA #EURO2020

**Best Use of Creative**

- **GOLD**
  - UAE Government Media Office
  - DOUBLE MOON

- **SILVER**
  - ASDA'A BCW
  - #MoveForwardwithBayer

- **BRONZE**
  - Red Havas
  - Adidas Beyond the Surface
2021 MEPRA Awards Winners

Techniques

Best Integrated Campaign

- **GOLD**
  - Red Havas
  - *Adidas Beyond the Surface*

- **SILVER**
  - ASDA’A BCW
  - *Reaching a billion people in 30 days: The 12th Annual ASDA’A BCW Arab Youth Survey 2020*

- **BRONZE**
  - Weber Shandwick MENAT & Mastercard MEA
  - *Mastercard: Empowering Every Business*

Best Use of Influencer

- **GOLD**
  - Weber Shandwick MENAT & Google MENA
  - *The Google Cook-Off*

- **SILVER**
  - Gambit Communications & BBC Studios
  - *Saving our Perfect Planet with BBC Earth*

- **BRONZE**
  - Weber Shandwick MENAT & Mastercard MEA
  - *Mastercard: Passion for a Priceless Planet*
2021 MEPRA Awards Winners

### Techniques

#### Best use of Traditional Media Relations

- **GOLD**
  - Weber Shandwick MENAT & Mastercard MEA
  - *Mastercard: Empowering Every Business*

- **SILVER**
  - Wizz Air Four MENA
  - *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*

- **BRONZE**
  - Weber Shandwick MENAT & Chevrolet Middle East
  - *The Official SUV of Action: The All-New Chevrolet Tahoe*

#### Best Use of Video

- **GOLD**
  - Al-Futtaim IKEA and Impact Porter Novelli
  - #IKEALifeatHome Reportage Video

- **SILVER**
  - Weber Shandwick MENAT & Mastercard MEA
  - *Mastercard: Collaborate to Innovate*

- **BRONZE**
  - Edelman Middle East
  - *Mitsubishi Power Middle East and Africa*
2021 MEPRA Awards Winners

**Best Use of Limited Budget**

<table>
<thead>
<tr>
<th>Award</th>
<th>Agency(s)</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Hill+Knowlton Strategies with Instagram #ChooseWordsWisely</td>
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<td>Memac Ogilvy Taa Marbouta</td>
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<td><strong>BRONZE</strong></td>
<td>Hill+Knowlton Strategies for P54/Golf Saudi The Ladies First Club</td>
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**Best Arts & Culture Campaign**

<table>
<thead>
<tr>
<th>Award</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Memac Ogilvy Seeroo Fi Al Ardh</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Hill+Knowlton Strategies with Pelham Communications Royal Commission for Riyadh City: Noor Riyadh</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>Emirates Airline Festival of Literature with Four MENA CHANGE THE STORY</td>
</tr>
</tbody>
</table>
2021 MEPRA Awards Winners

Sector & Services

Best Automotive Campaign

- **GOLD**
  - Gambit Communications and Ferrari
  - Middle East
  - *Introducing the Portofino M to the Middle East*

- **SILVER**
  - Weber Shandwick MENAT & Chevrolet
  - Middle East
  - *The Official SUV of Action: The All-New Chevrolet Tahoe*

- **BRONZE**
  - Peugeot Middle East & Performance Communications
  - *Buckle Up! Peugeot Road Safety Campaign*

Best Business to Business Campaign

- **GOLD**
  - APCO Worldwide
  - *Launching Cruise Saudi – bringing a new industry to Saudi Arabia*

- **SILVER**
  - Matrix Public Relations
  - *Milestone Systems - Industry Thought Leaders*

- **BRONZE**
  - ASDA'A BCW with Checkout.com
  - *Seizing the Opportunity of Connected Payments*
2021 MEPRA Awards Winners

**Sector & Services**

### Best Consumer Goods Campaign

- **GOLD**
  - Red Havas
  - *Adidas Beyond the Surface*

- **SILVER**
  - Gambit Communications & Abarth
  - *The Pocket Rocket Takes Centre Stage*

- **BRONZE**
  - Gambit Communications and Ferrari Middle East
  - *Introducing the Portofino M to the Middle East*

### Best Consumer Services Campaign

- **GOLD**
  - Yas Island with Four MENA
  - *Stayin’ On Yas*

- **SILVER**
  - Weber Shandwick MENAT & Google MENA
  - *The Google Cook-Off*

- **BRONZE**
  - Emirates Airline Festival of Literature with Four MENA
  - *CHANGE THE STORY*
2021 MEPRA Awards Winners

**Sector & Services**

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

**Best Crisis Communications /Issues Management Strategy**
- **GOLD**
  - Matrix Public Relations
  - Shifting the conversion amidst the pandemic
- **SILVER**
  - W7Worldwide
  - Proactive Reputation Management
- **BRONZE**
### Best Energy or Natural Resources Campaign

**GOLD**
- Emirates Nuclear Energy Corporation and Four MENA
  - *The clean electricity era*

**SILVER**
- APCO Worldwide
  - *On Renewables – podcasting sustainable dialogues*

**BRONZE**
- W7Worldwide
  - *A Truly Local Company*

### Best Fashion or Beauty Campaign

**GOLD**
- Matrix Public Relations
  - *Empowering women in their fearless pursuit of beauty*

**SILVER**
- Red Havas
  - *IT COSMETICS REGIONAL LAUNCH*

**BRONZE**
- Action Global Communications
  - *Abu Dhabi Beauty Week*
2021 MEPRA Awards Winners

**Sector & Services**

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

### Best Food & Beverage Campaign
- **GOLD**: Brazen MENA
  - Veuve Clicquot x International Women’s Day
- **SILVER**: Weber Shandwick MENAT & McDonald’s Kuwait
  - Welcome to the Kitchen Challenge
- **BRONZE**: BPG
  - Celebrating 30 years of Le Pain Quotidien

Supporting Partners:
- asda bcw
- Edelman
- APCO worldwide
- ACORN Strategy
- CARMA
- four
- Hill+Knowlton Strategies
- LexisNexis
2021 MEPRA Awards Winners

**Sector & Services**

**Best Government Communications & Public Affairs Campaign**

- **GOLD**
  - Action Global Communications
  - ADEK Back To School

- **SILVER**
  - UAE Government Media Office
  - Mars Shot

- **BRONZE**
  - Weber Shandwick MENAT & Mastercard MEA
  - Mastercard: Building the Cities of the Future

**Best Healthcare Campaign**

- **GOLD**
  - Hill+Knowlton Strategies with AstraZeneca
  - New Normal, Same Cancer

- **SILVER**
  - Matrix Public Relations
  - Empowering women in their fearless pursuit of beauty

- **BRONZE**
  - APCO Worldwide
  - 50% Is Not Enough – Boosting Vaccine Confidence in the UAE

Supporting Partners:
- asda bcw
- Edelman
- APCO worldwide
- ACORN Strategy
- CARMA
- youGov
- MUBADALA
- Weber Shandwick
- Four Communications
- Hill+Knowlton Strategies
- LexisNexis
2021 MEPRA Awards Winners

Sector & Services

Best Internal Communications Campaign

GOLD
Mastercard MEA
Mastercard: Priceless Together

SILVER
Siemens
#BeGolden: Sparking a Cultural Evolution

BRONZE
APCO Worldwide
‘OneEDGE’

Best Real Estate / Construction Campaign

GOLD
Gambit Communications and Sharjah Sustainable City
Building a Sustainable Lifestyle

SILVER
BPG
Building a new future for construction with AMANA
### Best Non-profit / Humanitarian / Charitable Campaign

<table>
<thead>
<tr>
<th>Award</th>
<th>Agency</th>
</tr>
</thead>
</table>
| **GOLD** | Hill+Knowlton Strategies with Instagram  
#ChooseWordsWisely |
| **SILVER** | Memac Ogilvy  
*Taa Marbouta* |
| **BRONZE** | Dubai Holding  
*The Perfect Gift is Saving Lives* |

### Best Professional Services Campaign

<table>
<thead>
<tr>
<th>Award</th>
<th>Agency</th>
</tr>
</thead>
</table>
| **GOLD** | BPG  
*Leading in the New Normal: KPMG Lower Gulf* |
| **SILVER** | W7Worldwide  
*Healthcare Innovation for the Saudi Market* |
2021 MEPRA Awards Winners

**Best Retail Campaign**
- **GOLD**: Al-Futtaim IKEA and Impact Porter Novelli #IKEAxLocal Culture
- **SILVER**: ASDA'A BCW Ramadan is Better Together
- **BRONZE**: Matrix Public Relations Empowering women in their fearless pursuit of beauty

**Best Sports & Recreational Campaign**
- **GOLD**: Red Havas Adidas Beyond the Surface
- **SILVER**: Hill+Knowlton Strategies for P54/Golf Saudi The Ladies First Club
- **BRONZE**: Hill+Knowlton Strategies with the Saudi Esports Federation Gamers Without Borders No One Left Behind
## 2021 MEPRA Awards Winners

### Sector & Services

#### Best Sustainability Campaign

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<thead>
<tr>
<th>Award</th>
<th>Company &amp; Campaign</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
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<td>Memac Ogilvy <em>Greener Home</em></td>
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#### Best Technology Campaign

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<td>Weber Shandwick MENAT &amp; Mastercard MEA <em>Mastercard: Empowering Every Business</em></td>
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2021 MEPRA Awards Winners

Sector & Services

**Best Transportation & Logistics Campaign**

- **GOLD**
  Weber Shandwick MENAT & Chevrolet Middle East
  *The Official SUV of Action: The All-New Chevrolet Tahoe*

- **SILVER**
  Red Havas
  *Taking the Middle East's first unicorn with wheels public*

- **BRONZE**
  Wizz Air Four MENA
  *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*

**Best Travel & Tourism Campaign**

- **GOLD**
  Hill+Knowlton Strategies with Royal Commission for AlUla
  *A Journey Through Time*

- **SILVER**
  ASDA’A BCW with RAKTDA
  *A brand new identity for the new reality*

- **BRONZE**
  The Ritz-Carlton with Four MENA
  *Putting RAK on the Luxury Map*
2021 MEPRA Awards Winners

Best Campaign in Market

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

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

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

Best Campaign - Kuwait
- Weber Shandwick MENAT & McDonald's Kuwait
  - Welcome to the Kitchen Challenge
- BPG
  - Gulf Bank - Communicating like a partner, not a bank
### Best Campaign in Market

#### Best Campaign - Lebanon

**GOLD**
- Weber Shandwick MENAT & Google MENA
  - *The Google Cook-Off*

#### Best Campaign - Qatar

**GOLD**
- Memac Ogilvy
  - *Seroo Fi Al Ardh*

#### Best Campaign - Saudi Arabia

**GOLD**
- Hill+Knowlton Strategies with KAUST
  - *Entrepreneurship Adventures*

**SILVER**
- Hill+Knowlton Strategies with Royal Commission for AlUla
  - *A Journey Through Time*

**BRONZE**
- Memac Ogilvy
  - *Greener Home*
2021 MEPRA Awards Winners

### Best Campaign in Market

#### Best Campaign - UAE
- **GOLD**
  - Gambit Communications & Abarth
  - *The Pocket Rocket Takes Centre Stage*
- **SILVER**
  - Hill+Knowlton Strategies with AstraZeneca
  - *New Normal, Same Cancer*
- **BRONZE**
  - Gambit Communications & Swissquote
  - *The Trust Equation*

#### Best Campaign - Middle East
- **GOLD**
  - Red Havas
  - *Adidas Beyond the Surface*
- **SILVER**
  - Hill+Knowlton Strategies with PUBG MOBILE
  - *Game On Henedy*
- **BRONZE**
  - Hill+Knowlton Strategies with Facebook Inc.
  - #MonthofGood

Supporting Partners:
- [asda bcw](#)
- [Edelman](#)
- [APCO worldwide](#)
- [ACORN Strategy](#)
- [CARMA](#)
- [four](#)
- [Hill+Knowlton Strategies](#)
- [LexisNexis](#)
2021 MEPRA Awards Winners

People's Choice

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

WINNER

Weber Shandwick MENAT & Environment Agency - Abu Dhabi (EAD)
Vote Bu Tinah!

Students & Academia

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

Supporting Partners

[Logos of various supporting partners]
### People & Teams

#### 2021 MEPRA Awards Winners

**Independent Consultant or Freelancer of the Year**

- **WINNER**
  - Acorn Strategy
  - *Abdul Hafiz Chaar*

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

- **WINNER**
  - Hill+Knowlton Strategies
  - *Aliasgar Gulshan*

- **HIGHLY COMMENDED**
  - Gambit Communications
  - *Ziad Ashkar*
### 2021 MEPRA Awards Winners

#### People & Teams

**Chairman’s Lifetime Achievement Award**

WINNER

Jack Pearce

*Matrix Public Relations*

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**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

---

**Supporting Partners**

- Edelman
- APCO Worldwide
- ACORN Strategy
- CARMA
- Hill+Knowlton Strategies
- LexisNexis
- Asdaa
- bcw
- Mastercard
- Memac Ogilvy
- Mojo
- Mubadala
- Shandwick
- YouGov
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<table>
<thead>
<tr>
<th>Category</th>
<th>Winner</th>
</tr>
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<tbody>
<tr>
<td>Best Home-Grown Agency of the Year</td>
<td>Gambit Communications <em>Levelling Up!</em></td>
</tr>
<tr>
<td>Small Agency of the Year</td>
<td>Gambit Communications <em>Levelling Up!</em></td>
</tr>
<tr>
<td>Large Agency of the Year</td>
<td>Acorn Strategy <em>Making Mighty Moves</em></td>
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Supporting Partners:
- asda
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- APCO worldwide
- ACORN Strategy
- CARMA
- four
- Hill+Knowlton Strategies
- LexisNexis
- matrix
- Memac Ogilvy
- MOJO
- Mubadala
- Weber Shandwick
- YouGov
- DXC Technology
- London Business School
- ADP
- Bloom and Bridge
- Shindler Intercom
- MCI
- Public辐射
- We Work
- Y&R
- Interbrand

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**Supporting Partners:**

- asda
- bcw
- Edelman
- APCO worldwide
- ACORN Strategy
- CARMA
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- Hill+Knowlton Strategies
- LexisNexis
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