

مبادرة awards
mepra 2025

2025 MEPRA AWARDS FINALISTS

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2025 MEPRA Awards Finalists

Best Arts & Culture Campaign

- Acorn Strategy : *DAZ Festival 2025: Reimagining Al Ain as the UAE's Outdoor Cultural Capital*
- Acorn Strategy : *Out of This World: How MOTN Reimagined Culture, Community and Creativity in the UAE*
- Al-Futtain Real Estate and Weber Shandwick : *Marsa Boulevard – A pop-up that became a cultural phenomenon*
- BLJ Worldwide : *Qatar-Morocco 2024 Year of Culture: Tbourida Show Finale*
- BPG Group and Ooredoo Kuwait : *Platform 51 – Re-awakening a Nation's Memory*
- Consulum : *Meet Saudi*
- Cosmopole and Bassam Freiha Art Foundation : *Art for All*
- Gambit Communications & BMW Group Middle East : *Pop Art in Motion!*
- Gambit Communications & Emirates Literature Foundation : *Getting in the Media's Good Books!*
- Place Communications : *Place Communications with the Environment Agency – Abu Dhabi for Al Sidr Environmental Film Festival 2024 #AllLivingBeings*

Best Automotive Campaign

- BPG Group : *Time to Porsche*
- Burson & Lucid : *Lucid Gravity Launch - Compromise Nothing*
- Cicero and Bernay : *Renault Koleos Launch Event - Coffee Rave*
- Current Global MENAT : *Harley-Davidson - Mid-Life Check*
- Gambit Communications & Continental Tires : *#MomentsofTrust*
- The Romans : *The Romans x Audi Middle East: Electric Arrival*
- Weber Shandwick MENAT X Cadillac Arabia: *Welcome to Villa Escalade!*
- Chevrolet Arabia X Weber Shandwick, CommonWealth, Carat, MRM : *The V8 Engine*

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Best Business to Business Campaign

- Acorn Strategy & ruya bank : *"You've Got Better Things to Do": The UAE's First Fully AI-Generated Banking Campaign*
- Acorn Strategy & Saudi Global Ports : *Unlocking More Growth: Engaging B2B During the Strategic Launch*
- Arabian Automobiles Co. : *URVENTURES - WE DISRUPTED B2B BY CREATING A NEW MODEL: B2B2C*
- Weber Shandwick MENAT and Mohammed bin Rashid Innovation Fund (MBRIF) : *Building Startups, Building Nations*
- Dubai Holding : *Dubai Holding - Gift It Forward 2025*
- Edelman Middle East : *Expansion to Al Reem Island*
- Gambit Communications & FTI Consulting : *David vs Goliath!*
- Gambit Communications & Veolia : *H₂Oman!*
- IBM and Weber Shandwick MENAT : *Why Responsible AI is Responsible Business*
- Media City Qatar, Weber Shandwick : *The Bridge'*

Best Consumer Goods Campaign

- Current Global MENAT : *Papa Johns - The Flakiest Bite*
- Current Global MENAT x Leo Burnett : *Heinz - The Sachet Trade-Up*
- Current Global MENAT x Mullen Lowe : *OMO - The Art of Stains*
- Gambit Communications & Continental Tires : *#MomentsofTrust*
- Gambit Communications & MAF Lifestyle (lululemon) : *The Long Stretch!*
- Gambit Communications & Samsung : *Bringing Foldable Devices into the Fold!*
- HAVAS Red Middle East : *Pampers - Joy Has Come Early*
- Impact Porter Novelli & Clorox Scentiva : *Clorox Scentiva - Disinfect and Set the Mood*
- Soul Communications & Deliveroo : *Drinkable Billboard*
- Weber Shandwick MENAT X Nike : *Running is awful, we love it!*

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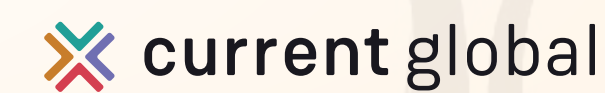
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Best Consumer Services Campaign

- Current Global MENAT : *Harley-Davidson - Mid-Life Check*
- Gambit Communications & Property Finder : *Plot Twist: Land-ing in Top Spot!*
- Impact Porter Novelli & Al-Futtaim IKEA : *IKEA SNOOZEFEST: WAKE UP, IT'S TIME TO SLEEP*
- MSL Group Middle East : *A story for every taste - MSL Group x Disney+*
- MSL Group Middle East : *"30 Years" Campaign - MSL Group*
- MSL Group Middle East : *Your ultimate summer binge*
- OSN+, Weber Shandwick MENAT : *Lights, Camera, Clout: The Fashionista Launches in Style*
- TBWA\RAAD with Deliveroo UAE : *Deliveroo "Petvertising" Campaign*

Best Fashion & Beauty Campaign

- Current Global MENAT : *New Balance - Run Your Way to Ramadan*
- Doha Festival City and Weber Shandwick : *Emerging Voices*
- Gambit Communications & AC Milan : *Rossoneri Light Up the Region!*
- Gambit Communications & City Centre Mirdif : *Checking into Glam Hotel!*
- Gambit Communications & MAF Lifestyle (lululemon) : *The Long Stretch!*
- HAVAS Red Middle East : *Rimmel London x BARNES in KSA*
- HAVAS Red Middle East : *Beauty Unbound at Nakheel Mall*
- HAVAS Red Middle East : *LIGHTBOUND – adidas x Kaf by Kaf SS25*

Diamond Partner



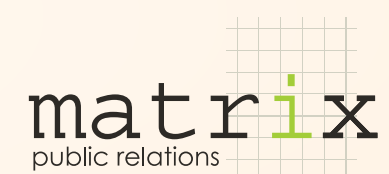
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2025 MEPRA Awards Finalists

Best Financial Services Campaign

- Acorn Strategy & ruya bank : *"You've Got Better Things to Do": The UAE's First Fully AI-Generated Banking Campaign*
- BPG Group and CINET : *Meeting Your Financial Reputation*
- Checkout.com x Weber Shandwick MENAT : *Empowering Businesses to THRIVE in the Digital Economy*
- Edelman Middle East : *Abu Dhabi: The Capital of Capital Global Positioning*
- Pin&Notch : *Zero Penalty, Full Potential: Qatar Driving Tax Compliance*
- The Romans : *The Romans x Binance: Binance Blockchain Week*
- The Romans : *The Romans x Binance: Boomers, Backgammon & Binance*
- Weber Shandwick and Mastercard : *Empowering Tomorrow's Business Today*

Best Food & Beverage Campaign

- Current Global MENAT : *Papa Johns - The Flakiest Bite*
- Current Global MENAT x FP7 : *Puck - Recipe for Change*
- Current Global MENAT x Leo Burnett : *Heinz - The Sachet Trade-Up*
- Gambit Communications, FIX Dessert Chocolatier & Deliveroo : *Taste of the Summer!*
- McDonald's Kuwait, Weber Shandwick MENAT : *Turning In-Game Currency Into Real-World Connection*
- McDonald's UAE with Netizency and Weber Shandwick : *McDonald's UAE x A Minecraft Movie Meal: Fandom done right*
- Soul Communications : *Girl & the Goose - Restaurante Centroamericano*
- Soul Communications : *Legendary Burger*
- Soul Communications & Deliveroo : *Drinkable Billboard*

Diamond Partner



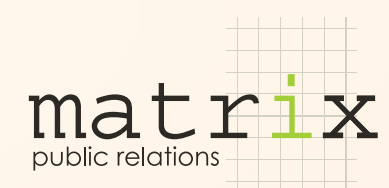
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2025 MEPRA Awards Finalists

Best Government Communications & Public Affairs Campaign

- Abu Dhabi Early Childhood Authority & Action Global Communications UAE : *The Future of Work is Parent-Friendly*
- BPG Group and Kuwait Banking Association : *Scamming the Scammers – Kuwait's National Stand Against Digital Fraud*
- Weber Shandwick MENAT and Mohammed bin Rashid Innovation Fund (MBRIF) : *Building Startups, Building Nations*
- Burson & Ministry for Environment, Water & Agriculture : *UNCCD COP16 - Giving a voice to The Land*
- General Directorate of Identity & Foreigners Affairs-Dubai : *For you We are Here*
- Place Communications : *Place Communications and Emirates Foundation for ne'ma, the National Food Loss and Waste Initiative's campaign 'Valuing Our Roots'*
- Qatar Foundation : *BAYT AMER*

Best Healthcare Campaign

- Aster Clinic : *Aster Clinics: The SuperPower Project*
- Cleveland Clinic Abu Dhabi : *Cleveland Clinic Abu Dhabi - A Decade of Care*
- Current Global MENAT : *Harley-Davidson - Mid-Life Check*
- M42 : *Connecting for Impact: M42's Global B2B Success Story*
- Place Communications : *Place Communications and the National MS Society #MS Support Starts Here: Launching the UAE's First MS Helpline*
- Tales & Heads : *Fertility Your Way*
- Tales & Heads : *Show Type 2 Diabetes the Red Card*
- Weber Shandwick and the Department of Health - Abu Dhabi : *Love is... Genetic Planning*

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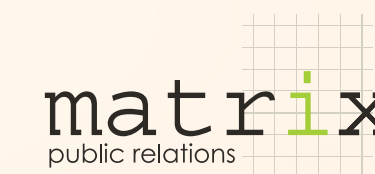
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2025 MEPRA Awards Finalists

Best Professional Services Campaign

- Acorn Strategy & Abu Dhabi Global Market : *From App Launch to Brand Immersion: Supporting ADGM as a Professional Services Pioneer*
- Acorn Strategy & ruya bank : *“You’ve Got Better Things to Do”: The UAE’s First Fully AI-Generated Banking Campaign*
- Gambit Communications & FTI Consulting : *David vs Goliath!*
- Weber Shandwick MENAT : *Cracking the Creator Collaboration Equation*

Best Transportation & Logistics Campaign

- Acorn Strategy & Saudi Global Ports : *Saudi Global Ports: Turning Infrastructure into Influence*
- Acorn Strategy & Saudi Global Ports : *Unlocking More Growth: The Strategic Launch of SGP’s Multipurpose Terminals*
- Airbus and Four Agency Worldwide : *Advancing aerospace through localisation*
- Arabian Automobiles Co. : *URVENTURES - Driving a new model of Logistics*
- Cathay Pacific & Action Global Communications KSA : *Cathay Pacific Launches Direct Route Between Riyadh and Hong Kong*
- Gambit Communications & Continental Tires : *#MomentsofTrust*
- Gambit Communications & Uber : *Women For Women*

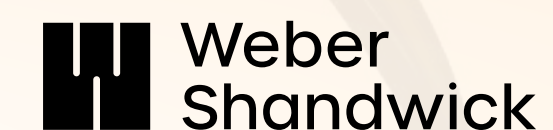
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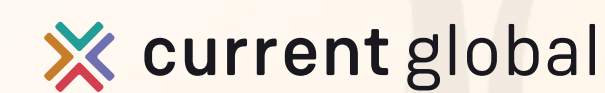
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2025 MEPRA Awards Finalists

Best Technology Campaign

- Acorn Strategy & Abu Dhabi Global Market : *From App Launch to Brand Immersion: Supporting ADGM's technology launch*
- Acorn Strategy & ruya bank : *"You've Got Better Things to Do": The UAE's First Fully AI-Generated Banking Campaign*
- BPG Group and Ooredoo Kuwait : *Platform 51 – Re-awakening a Nation's Memory*
- Burson with Meta : *#ElevateEveryMoment: Meta AI Launch in MENA*
- Dyson and Weber Shandwick : *Homegrown genius, global impact: The James Dyson Award in the Middle East*
- e&, Weber Shandwick, Initiative : *Go for More by e&*
- Gambit Communications & Samsung : *Samsung Galaxy Launch is Out of this World!*
- IBM and Weber Shandwick MENAT : *Why Responsible AI is Responsible Business*
- Weber Shandwick MENAT, Carat & Mastercard : *Demystifying Tokenization: How Mastercard Built Trust to Transform Egypt's Payments*
- Weber Shandwick, FP7, Carat and Mastercard : *Beyond the Track: Engineering a Priceless F1 Experience*

Best Sports & Recreational Campaign

- Current Global MENAT : *New Balance - Run Your Way to Ramadan*
- DP WORLD : *BEYOND BOUNDARIES INITIATIVE*
- Gambit Communications & AC Milan : *Rossoneri Light Up the Region!*
- Gambit Communications & MAF Lifestyle (lululemon) : *The Long Stretch!*
- Mubadala Investment Company : *Game. Set. Legacy.*
- PEAQ Wellness : *PEAQ: How a Wellness Club Became a Cultural Movement*
- Performance Communications & L'Étape Dubai by Tour de France : *L'Étape Dubai by Tour de France*
- The Romans : *The Romans x Wynn Al Marjan Island: No Building? No Problem: A Taste of Wynn*
- The Romans : *The Romans x Wynn Al Marjan Island: One In A Million*
- Weber Shandwick MENAT X Nike: *Running is awful, we love it!*

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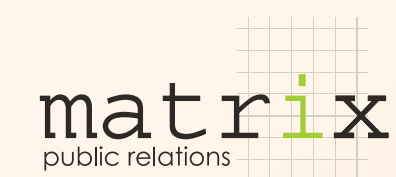
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2025 MEPRA Awards Finalists

Best Retail Campaign

- Al-Futtaim Real Estate and Weber Shandwick : *Marsa Boulevard – A pop-up that became a cultural phenomenon*
- Current Global MENAT x Mullen Lowe : *OMO - The Art of Stains*
- Gambit Communications & City Centre Bahrain : *The Weight of Words*
- Gambit Communications & City Centre Mirdif : *Checking into Glam Hotel!*
- Gambit Communications & MAF Lifestyle (lululemon) : *The Long Stretch!*
- Soul Communications & Deliveroo : *Drinkable Billboard*
- Soul Communications & Deliveroo : *Edible Billboard - Deliveroo x FIX Dessert Chocolatier*
- TBWA\RAAD with Deliveroo UAE : *Deliveroo "Petvertising" Campaign*

Best Travel, Tourism & Hospitality Campaign

- AlUla's Destination Marketing Management Office (DMMO) : *Instagram Creators Summit by AlUla's Destination Marketing Management Office (DMMO) in partnership with Meta*
- Brazen MENA : *Raffles and Fairmont Doha – Katara Towers*
- Burson : *History Awakens by Burson with AlUla's Destination Marketing Management Office (DMMO)*
- Experience Abu Dhabi : *Kids Recommended – Experience Abu Dhabi*
- Impact Porter Novelli & XDubai (Shamal) : *EXIT139: From Stunt to Story: The Leap that Inspired*
- Miral Destinations, Weber Shandwick, Momentum, Initiative, HQWS, Dejavu : *A Whole New World Awaits: The 13-Day Machine Behind Abu Dhabi's Most Magical Moment*
- SeaWorld® Yas Island, Abu Dhabi, Weber Shandwick, Momentum, Initiative : *Draw Me the Sea*
- teamLab Phenomena Abu Dhabi, Weber Shandwick, Momentum, Initiative, HQWS : *teamLab Phenomena Abu Dhabi Launch – Defining a Global Art Icon*
- The Romans : *The Romans x Wynn Al Marjan Island: One In A Million*
- Yas Island, Weber Shandwick, Momentum, Initiative, Publicis Media : *Yas X Shaq - What Can't We Do?*

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2025 MEPRA Awards Finalists

Best Education Campaign

- Acorn Strategy & ADEK : *REIMAGINING RECOGNITION: How the ADEK Awards Sparked a Joyous Celebration of Excellence Across Abu Dhabi's Education Ecosystem*
- Aster Clinic : *Aster Clinics: The SuperPower Project*
- BLJ Worldwide : *Ministry of Education and Higher Education - Igniting the Spark of Learning*
- Current Global MENAT x Mullen Lowe : *Fixby - Don't Look Down*
- Dyson and Weber Shandwick : *Homegrown genius, global impact: The James Dyson Award in the Middle East*
- GEMS Education and Four Agency Worldwide : *GEMS Education – Finest School in the World*
- Qatar Foundation : *ARABIC MINUTE 2.0*
- Qatar Foundation : *QALAM WA QIYAM (BEYOND THE CLASSROOM)*
- SeaWorld® Yas Island, Abu Dhabi, Weber Shandwick, Momentum, Initiative : *Draw Me the Sea*
- Weber Shandwick MENAT & the Ministry of Higher Education & Scientific Research : *A Quantum Leap for Higher Education in the UAE*

Best Property/Real Estate Campaign

- Brazen MENA : *Reigniting The Heart of Europe*
- Cicero and Bernay : *Launch of Jacob & Co. Beachfront Living by Ohana*
- Gambit Communications & OMNIYAT : *The Art of Elevation*
- Gambit Communications & Property Finder : *Plot Twist: Land-ing in Top Spot!*
- PIXL Global : *RICHMIND X PIXL: A Big Project Needs A Big Impact*
- PIXL Global : *G J Properties x PIXL Global: Build the Ajman Growth Story*
- Weber Shandwick MENAT & Modon : *From Shoreline to Skyline: a Blueprint for Transformation*

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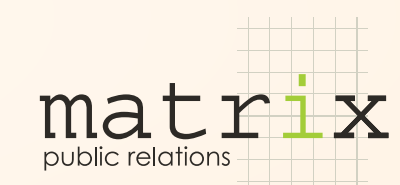
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2025 MEPRA Awards Finalists

Best Brand Activation Event

- Arabian Automobiles Co. : *INFINITI Showroom Launch*
- Aster Clinic : *Aster Clinics: The SuperPower Project*
- BPG Group : *evian Middle East Tennis Debut*
- Brazen MENA : *Jack Daniel's x McLaren: A Bold Partnership at Full Speed*
- Burson & Ford : *FORD - Beyond the blue oval*
- Current Global MENAT : *New Balance - Run Your Way to Ramadan*
- Dyson and Weber Shandwick : *The Winning Formula: Launching Dyson Chitosan in the Middle East*
- e&, Weber Shandwick, Initiative : *Go for More by e&*
- Gambit Communications & MAF Lifestyle (lululemon) : *The Long Stretch!*
- Soul Communications & Deliveroo : *Drinkable Billboard*

Best Media Engagement Event

- Abu Dhabi Media & Four Agency Worldwide : *Celebrating Emirati Storytelling and Community Spirit*
- Current Global MENAT x Mullen Lowe : *Fixby - Don't Look Down*
- Gambit Communications & AC Milan : *Rossoneri Light Up the Region!*
- Gambit Communications & Emirates Literature Foundation : *Getting in the Media's Good Books!*
- Google and Weber Shandwick : *Twenty Years of YouTube Magic*
- Miral Destinations, Weber Shandwick, Momentum, Initiative, HQWS, Dejavu : *A Whole New World Awaits: The 13-Day Machine Behind Abu Dhabi's Most Magical Moment*
- The Romans : *The Romans x Binance: Binance Blockchain Week*

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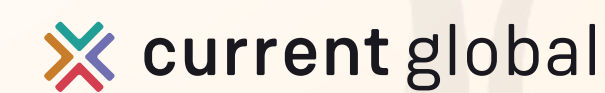
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2025 MEPRA Awards Finalists

Best Stunt or Live Event

- AlUla's Destination Marketing Management Office (DMMO) : *Instagram Creators Summit by AlUla's Destination Marketing Management Office (DMMO) in partnership with Meta*
- Consulum : *Meet Saudi*
- Gambit Communications & Art for All : *Giving Andy Warhol, The Glam Factory its 15 Minutes of Fame!*
- HAVAS Red Middle East : *adidas Desert Runner*
- Impact Porter Novelli & Al-Futtaim IKEA : *IKEA SNOOZEFEST: WAKE UP, IT'S TIME TO SLEEP*
- Impact Porter Novelli & XDubai (Shamal) : *EXIT139: A live 12-hour extreme sports display*
- Soul Communications & Deliveroo : *Drinkable Billboard*
- TBWA\RAAD with Deliveroo UAE : *Deliveroo "Petvertising" Campaign*
- teamLab Phenomena Abu Dhabi, Weber Shandwick, Momentum, Initiative, HQWS : *teamLab Phenomena Abu Dhabi Launch – Defining a Global Art Icon*
- The Romans : *The Romans x Wynn Al Marjan Island: One In A Million*

Best Use of Artificial Intelligence

- Acorn Strategy & ruya bank : *"You've Got Better Things to Do": The UAE's First Fully AI-Generated Banking Campaign*
- Burson & Ministry for Environment, Water & Agriculture : *UNCCD COP16 - Giving a voice to The Land*
- Burson with Meta : *#ElevateEveryMoment: Meta AI Launch in MENA*
- Current Global MENAT x Leo Burnett : *Heinz - The Sachet Trade-Up*
- Media City Qatar, Weber Shandwick, M&C Saatchi : *Qatar ArtBeat'*
- Qatar Foundation : *BOTAINA*

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2025 MEPRA Awards Finalists

Best Use of Social Media

- Acorn Strategy & ruya bank : *"You've Got Better Things to Do": The UAE's First Fully AI-Generated Banking Campaign*
- Experience Abu Dhabi : *Kids Recommended – Experience Abu Dhabi*
- Gambit Communications, FIX Dessert Chocolatier & Deliveroo : *Taste of the Summer!*
- Google and Weber Shandwick : *Twenty Years of YouTube Magic*
- Masdar (Abu Dhabi Future Energy Company) : *FROM TECHNICAL TO TRENDING: HUMANIZING CLEAN ENERGY THROUGH DIGITAL STORYTELLING*
- Masdar (Abu Dhabi Future Energy Company) : *THE CAMPAIGN THAT MADE #ADSW2025 THE TOP GLOBAL SUSTAINABILITY CONVERSATION*
- Mubadala Investment Company : *From the Heart of the UAE: A Social Tribute to the late Sheikh Zayed bin Sultan Al Nahyan*
- RAPP MENA - Team x : *The Mercedes-Benz Review That Moved Millions: LEGO G-Class x Laura*
- Riyadh Airports : *Riyadh Airports Skytrax Campaign*
- The Romans : *The Romans x Wynn Al Marjan Island: One In A Million*

Best Use of Visual Communication

- Aster Clinic : *Aster Clinics: The SuperPower Project*
- Burson & Lucid : *Lucid Gravity Launch - Compromise Nothing*
- Gambit Communications & Continental Tires : *#MomentsofTrust*
- HAVAS Red Middle East : *Pampers – Joy Has Come Early*
- Mubadala Investment Company : *Letter to Zayed: A Nation's Tribute in Every Frame*
- Soul Communications & Deliveroo : *Edible Billboard - Deliveroo x FIX Dessert Chocolatier*
- TBWA\RAAD with Deliveroo UAE : *Deliveroo "Petvertising" Campaign*
- The Romans : *The Romans x Wynn Al Marjan Island: One In A Million*
- The Romans : *The Romans x Binance: Boomers, Backgammon & Binance*

Diamond Partner



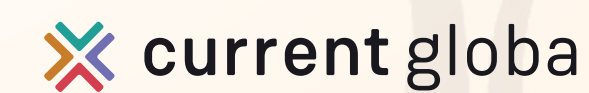
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2025 MEPRA Awards Finalists

Best Use of Arabic Language Campaign

- Acorn Strategy & Saudi Global Ports : *Saudi Global Ports: Arabic First Influence*
- BLJ Worldwide : مؤسّسة قطر: مبادرة "بالعربي" – لألفكار صوّت وصدى
- Digital Farm, EMSTEEL : *Emirati Youth Outreach Video Campaign*
- National Academy for Childhood Development & Action Global Communications UAE : *Voicing the Story and Leaving a Lasting Echo / كل مشروع عظيم يبدأ برسالة وكل رسالة تحتاج صوتاً*
- Qatar Foundation : *ARABIC MINUTE 2.0*
- RAPP MENA - Team x : *Mercedes-Benz – United Under the Stars of Our Heritage*
- Tadweer Group : نقاء «رمضان 2025»
- The Romans : *The Romans x Binance: Boomers, Backgammon & Binance*
- Weber Shandwick and the Department of Health - Abu Dhabi : *Love is...Genetic Planning*
- Chevrolet Arabia X Weber Shandwick, CommonWealth, Carat, MRM : *The V8 Engine*

Best Integrated Campaign – B2B

- Acorn Strategy & Saudi Global Ports : *Unlocking More Growth: The Integrated Strategy Behind the Launch of SGP's Multipurpose Terminals*
- Checkout.com x Weber Shandwick MENAT : *Empowering Businesses to THRIVE in the Digital Economy*
- Dubai Holding : *Dubai Holding - Gift It Forward 2025*
- Edelman Middle East : *Interpreting Tomorrow's Markets*
- Edelman Middle East : *Enabling Tomorrow's Travel*
- Edelman Middle East X DP World : *I Work For*
- IBM and Weber Shandwick MENAT : *Why Responsible AI is Responsible Business*
- M42 : *Unify to Amplify: M42's Integrated B2B Campaign*
- Masdar (Abu Dhabi Future Energy Company) : *INTEGRATED IMPACT - COMMUNICATING THE WORLD'S FIRST 24/7 CLEAN ENERGY PROJECT*
- Pin&Notch : *Zero Penalty Full Potential: Qatar Driving Tax Compliance*

Diamond Partner



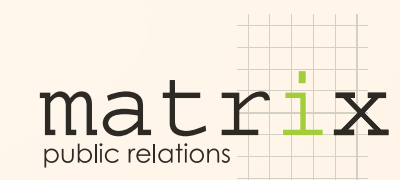
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2025 MEPRA Awards Finalists

Best Integrated Campaign – B2C

- Current Global MENAT x FP7 : *Puck - Recipe for Change*
- Experience Abu Dhabi : *Kids Recommended – Experience Abu Dhabi*
- Gambit Communications & AC Milan : *Rossoneri Light Up the Region!*
- Gambit Communications & Continental Tires : *#MomentsofTrust*
- Gambit Communications & MAF Lifestyle (lululemon) : *The Long Stretch!*
- Gambit Communications, FIX Dessert Chocolatier & Deliveroo : *Taste of the Summer!*
- Impact Porter Novelli, OMD, YouExperience & Clorox Scentiva : *Clorox Scentiva - Disinfect and Set the Mood*
- Miral Destinations, Weber Shandwick, Momentum, Initiative, HQWS, Dejavu : *A Whole New World Awaits: The 13-Day Machine Behind Abu Dhabi's Most Magical Moment*
- TBWA\RAAD with Deliveroo UAE : *Deliveroo "Petvertising" Campaign*
- The Romans : *The Romans x Wynn Al Marjan Island: One In A Million*

Best Use of Influencers or Brand Ambassador

- Brazen MENA : *Fortnum & Mason at DXB: Turning Transit into Gifting Moments*
- Burson with Meta : *Instagram Trendships – The Secret Trend that Connects Us All*
- Current Global MENAT : *Papa Johns - The Flakiest Bite*
- Experience Abu Dhabi : *Kids Recommended – Experience Abu Dhabi*
- Gambit Communications & City Centre Bahrain : *The Weight of Words*
- Google and Weber Shandwick : *Twenty Years of YouTube Magic*
- Impact Porter Novelli & Clorox Scentiva : *Clorox Scentiva - Disinfect and Set the Mood*
- L'Oreal Paris : *Sit El Beit by L'Oréal Paris*
- RAPP MENA - Team x : *The Mercedes-Benz Review That Moved Millions: LEGO G-Class x Laura*
- Yas Island Abu Dhabi, Weber Shandwick, Momentum, Initiative, Publicis Media : *Yas X Shaq - What Can't We Do?*

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Best Use of Media Relations – B2B Powered by Telum Media

- Brazen MENA : *Reigniting The Heart of Europe*
- Checkout.com x Weber Shandwick MENAT : *Empowering Businesses to THRIVE in the Digital Economy*
- Cosmopole and IMI : *The Voice Behind Voices*
- Edelman Middle East : *Turning Evidence Into Impact*
- Golin MENA & Kaspersky : *Welcome to the Digital Jungle Where Cybersecurity Lurks in the Wild - Cyber Security Weekend META 2025*
- IBM and Weber Shandwick MENAT : *Why Responsible AI is Responsible Business*
- M42 : *Headlining Healthcare: M42's Global Media Relations Impact*
- Masdar (Abu Dhabi Future Energy Company) : *SUPERCHARGING GROWTH IN GREECE AND EASTERN EUROPE*

Best Use of Media Relations – B2C

- Acorn Strategy : *DAZ Festival 2025: Where Media Met Culture*
- Current Global MENAT x Mullen Lowe : *Fixby - Don't Look Down*
- Experience Abu Dhabi : *Kids Recommended – Experience Abu Dhabi*
- Gambit Communications & Art for All : *Giving Andy Warhol, The Glam Factory its 15 Minutes of Fame!*
- Gambit Communications & Emirates Literature Foundation : *Getting in the Media's Good Books!*
- Gambit Communications & Samsung : *Bringing Foldable Devices into the Fold!*
- Gambit Communications, FIX Dessert Chocolatier & Deliveroo : *Taste of the Summer!*
- Miral Destinations, Weber Shandwick, Momentum, Initiative, HQWS, Dejavu : *A Whole New World Awaits: The 13-Day Machine Behind Abu Dhabi's Most Magical Moment*
- Saadiyat Cultural District Abu Dhabi : *Saadiyat Cultural District Abu Dhabi - Best Use of Media Relations*
- Soul Communications : *Girl & the Goose - Restaurante Centroamericano*

Diamond Partner



Platinum Partner



Gold Partners



Supporting Partners



2025 MEPRA Awards Finalists

Best Use of Limited Budget

- Brazen MENA : *The SPK | HER Inner Circle X Lexus*
- Current Global MENAT x Mullen Lowe : *Fixby - Don't Look Down*
- Dyson and Weber Shandwick : *Homegrown genius, global impact: The James Dyson Award in the Middle East*
- Gambit Communications & Art for All : *Giving Andy Warhol, The Glam Factory its 15 Minutes of Fame!*
- McDonald's Kuwait, Weber Shandwick MENAT : *Turning In-Game Currency Into Real-World Connection*
- MSL Group ME and the LEGO Group Middle East : *Build It With Him' Campaign - MSL Group x the LEGO Group Middle East*
- Place Communications : *Place Communications with the Environment Agency – Abu Dhabi for Al Sidr Environment Festival 2024 #AllLivingBeings*
- Quill : *MBZ-SAT Campaign*
- RAPP MENA - Team x : *The Mercedes-Benz Review That Moved Millions: LEGO G-Class x Laura*
- Soul Communications : *Girl & the Goose - Restaurante Centroeamericano*

Best Collaborative Partnership Campaign

- Current Global MENAT : *Harley-Davidson - Mid-Life Check*
- Dubai Holding : *Dubai Holding - Gift It Forward 2025*
- e&, Weber Shandwick, Initiative : *Go for More by e&*
- Gambit Communications, FIX Dessert Chocolatier & Deliveroo : *Taste of the Summer!*
- HAVAS Red Middle East : *Rimmel London x BARNS in KSA*
- Impact Porter Novelli, OMD, YouExperience & Clorox Scentiva : *Clorox Scentiva - Disinfect and Set the Mood*
- Miral Destinations, Weber Shandwick, Momentum, Initiative, HQWS, Dejavu : *A Whole New World Awaits: The 13-Day Machine Behind Abu Dhabi's Most Magical Moment*
- Place Communications : *Place Communications, Digital Farm and Emirates Foundation Campaign: 'Valuing Our Roots' for ne'ma, the National Food Loss and Waste Initiative*
- Soul Communications & Deliveroo : *DeliveRoom*
- The Romans x MCH Global : *The Romans x Wynn Al Marjan Island: One In A Million*

Diamond Partner



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Supporting Partners



2025 MEPRA Awards Finalists

Best Use of Thought Leadership

- Abu Dhabi National Energy Company (TAQA) : *Utilities for Net Zero: How TAQA Sparked a Global Movement for Climate Action*
- BPG Group and CINET : *Meeting Your Financial Reputation*
- BPG Group and Kuwait Banking Association : *Scamming the Scammers – Kuwait's National Stand Against Digital Fraud*
- Gambit Communications & FTI Consulting : *David vs Goliath!*
- Gambit Communications & Property Finder : *Plot Twist: Land-ing in Top Spot!*
- Gambit Communications & Veolia : *H₂Oman!*
- IBM and Weber Shandwick MENAT : *Why Responsible AI is Responsible Business*
- Mubadala Investment Company : *Enabling the Future: How Mubadala Positioned the UAE at the Forefront of Global AI Leadership*
- Saadiyat Cultural District Abu Dhabi : *Saadiyat Cultural District Abu Dhabi – Be Moved in a Thousand Ways*
- Weber Shandwick MENAT : *Cracking the Creator Collaboration Equation*

Best ESG Campaign Powered by Kibsons

- Abu Dhabi Early Childhood Authority & Action Global Communications UAE : *The Future of Work is Parent-Friendly*
- BPG Group and CINET : *Meeting Your Financial Reputation*
- Burson & Ministry for Environment, Water & Agriculture : *UNCCD COP16 - Giving a voice to The Land*
- Current Global MENAT x FP7 : *Puck - Recipe for Change*
- Dubai Holding : *Dubai Holding - Gift It Forward 2025*
- Gambit Communications & City Centre Bahrain : *The Weight of Words*
- Gambit Communications & Veolia : *H₂Oman!*
- Place Communications : *Place Communications with the Environment Agency – Abu Dhabi for Al Sidr Environmental Film Festival 2024 #AllLivingBeings*
- Qatar Foundation : *TOMORROW'S WORLD*
- Soul Communications & Deliveroo : *RooCycled DRIP - Deliveroo x PEAHEAD.eco*

Diamond Partner



Platinum Partner



Gold Partners



Supporting Partners



2025 MEPRA Awards Finalists

Best Crisis Communications/Issues Management Strategy

- Acorn Strategy & Saudi Global Ports : *Unlocking More Growth: MANAGING RISK AND PROACTIVE CRISIS MANAGEMENT*
- Action Global Communications UAE : *Holding Serve at the Dubai Duty Free Tennis Championships*
- Matrix Public Relations : *Navigating the Storm: Safeguarding a Legacy in the Middle East*
- Miral Destinations, Weber Shandwick, Momentum, Initiative, HQWS, Dejavu : *A Whole New World Awaits: The 13-Day Machine Behind Abu Dhabi's Most Magical Moment*

Best Corporate Reputation Campaign

- Acorn Strategy & Saudi Global Ports : *Rebuilding Reputation from the Inside Out: Saudi Global Ports' Strategic Repositioning*
- Burson & EGA : *EGA - Break the Mould*
- e&, Weber Shandwick, Initiative : *Go for More by e&*
- Gambit Communications & AC Milan : *Rossoneri Light Up the Region!*
- Gambit Communications & Continental Tires : *#MomentsofTrust*
- Gambit Communications & Veolia : *H₂Oman!*
- IHG Hotels & Resorts and Action Global Communications : *Building Presence with Purpose for IHG Hotels & Resorts*
- M42 : *Transforming M42's Global Reputation: Advancing Innovation in Health, for People and the Planet*
- Quill : *MBZ-SAT Campaign*

Diamond Partner



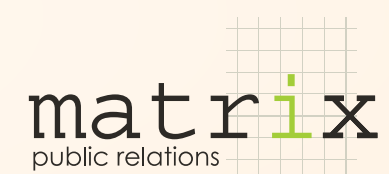
Platinum Partner



Gold Partners



Supporting Partners



2025 MEPRA Awards Finalists

Best Internal Communications or Change Management Campaign

- Al-Futtaim and MRM : *Al-Futtaim #BeyondTheTitle Campaign*
- Burson & EGA : *EGA - Breaking the Mould*
- Department of Health Abu Dhabi and Weber Shandwick : *Leaders Worth Following*
- Edelman Middle East : *One TAQA*
- Edelman Middle East X DP World : *I Work For*
- Miral : *Miral Values Campaign*
- Mubadala Investment Company : *Mubadara: Where Every Employee Is a Founder*
- Mubadala Investment Company : *More Than a System: Embedding Change Through Strategic Communication*
- Soul Communications & Deliveroo : *DeliveRoom*
- Tabreed : *Bridging the Gap, Building a Sense of Belonging*

Best Non-Profit/Pro-Bono Campaign

- BPG Group : *End Early Child Marriage*
- Weber Shandwick and Mohammed bin Rashid Innovation Fund (MBRIF) : *MBRIF – Building Startups, Building Nations*
- AWQAF Abu Dhabi & Burson : *Life Endowment: Sustainable Funding to Cure Those in Need*
- Dubai Holding : *Dubai Holding - Gift It Forward 2025*
- Edelman Middle East : *The Unburied Casket*
- Place Communications : *Place Communications with SOUAE – UAE's Debut at the Special Olympics World Winter Games - Turin 2025*
- Soul Communications & Deliveroo : *Collecteroo*
- UAE Food Bank and Weber Shandwick : *United in Giving: Turning Food Surplus into Social Solidarity*

Diamond Partner



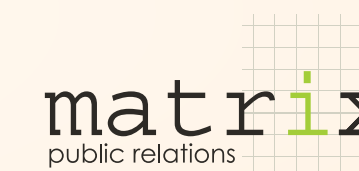
Platinum Partner



Gold Partners



Supporting Partners



2025 MEPRA Awards Finalists

Best Campaign in Bahrain

Winners to be announced at the Awards Ceremony.

Best Campaign in Egypt

- Al-Futtaim Real Estate and Weber Shandwick : *Festival Cares: Reimagining Communities through Humanity, Art, and Innovation*
- Gambit Communications & AC Milan : *Rossoneri Light Up the Region!*
- General Motors Africa and Middle East : *General Motors Egypt's Celebrates 1-Millionth Locally Produced Vehicles*
- Orascom Development : *El Gouna*
- Weber Shandwick MENAT, Carat & Mastercard : *Demystifying Tokenization: How Mastercard Built Trust to Transform Egypt's Payments*

Best Campaign in Kuwait

- BPG Group and CINET : *Meeting Your Financial Reputation*
- BPG Group and Kuwait Banking Association : *Scamming the Scammers – Kuwait's National Stand Against Digital Fraud*
- BPG Group and Ooredoo Kuwait : *Platform 51 – Re-awakening a Nation's Memory*
- McDonald's Kuwait, Weber Shandwick MENAT : *Turning In-Game Currency Into Real-World Connection*
- OSN+, Weber Shandwick MENAT : *Lights, Camera, Clout: The Fashionista Launches in Style*

Best Campaign in Lebanon

Winners to be announced at the Awards Ceremony.

Diamond Partner



Platinum Partner



Gold Partners



Supporting Partners



2025 MEPRA Awards Finalists



Best Campaign in Oman

Winners to be announced at the Awards Ceremony.

Best Campaign in Qatar

- BLJ Worldwide : *Msheireb Properties - Annual Communications Campaign*
- Brazen MENA : *Raffles and Fairmont Doha – Katara Towers*
- Media City Qatar, Weber Shandwick, M&C Saatchi : *Qatar ArtBeat'*
- MUSE : *QPW : The Return that Rocked Doha*
- Pin&Notch : *#BeatPlasticPollution: Mobilizing Communities, Powering Change*
- Qatar Foundation : *TOMORROW'S WORLD*
- Qatar Foundation : *ARABIC MINUTE 2.0*
- Qatar Foundation : *BOTAINA*

Best Campaign in Saudi Arabia

- Acorn Strategy & Saudi Global Ports : *From Silent Giant to National Symbol: Repositioning Saudi Global Ports for Vision 2030*
- Burson : *History Awakens by Burson with AlUla's Destination Marketing Management Office (DMMO)*
- Current Global MENAT x Mullen Lowe : *OMO - The Art of Stains*
- Gambit Communications & Uber : *Women For Women*
- HAVAS Red Middle East : *LIGHTBOUND – adidas x Kaf by Kaf SS25*
- MSL Group Middle East : *"30 Years" Campaign - MSL Group*
- MSL Group Middle East : *A story for every taste - MSL Group x Disney+*
- Tahaluf & Action Global Communications : *Umrah & Ziyarah Forum 2025: Shaping the Future of Religious Tourism*

Diamond Partner



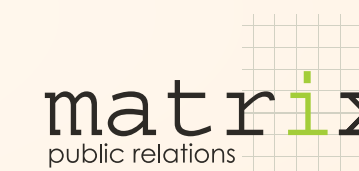
Platinum Partner



Gold Partners



Supporting Partners



2025 MEPRA Awards Finalists

Best Campaign in UAE Powered by SEC Newgate Middle East

- Acorn Strategy : *DAZ Festival 2025: Reimagining Al Ain as the UAE's Outdoor Cultural Capital*
- Airbus and Four Agency Worldwide : *Where aerospace meets industrial vision*
- Burson & EGA : *EGA - Break the mould*
- Current Global MENAT x Mullen Lowe : *Fixby - Don't Look Down*
- Dubai Holding : *Dubai Holding - Gift It Forward 2025*
- Experience Abu Dhabi : *Kids Recommended – Experience Abu Dhabi*
- Gambit Communications & Continental Tires : *#MomentsofTrust*
- Miral Destinations, Weber Shandwick, Momentum, Initiative, HQWS, Dejavu : *A Whole New World Awaits: The 13-Day Machine Behind Abu Dhabi's Most Magical Moment*
- Soul Communications & Deliveroo : *Drinkable Billboard*
- The Romans : *The Romans x Wynn Al Marjan Island: One In A Million*

Outstanding Student Campaign

- Fathimath Nooha - Murdoch University : *Project Mai Sahara: The Desert Doesn't Forget a Drop*
- Stuti Dhakan, Moreom Jalaluddin, Nursulu Abilkhassimova - Murdoch University Dubai : *Green Climate Fund Campaign*
- Murdoch University Dubai : *#24HoursOfWaste Campaign*
- Ayesha Shariff - Murdoch University Dubai : *Self-Initiated Awareness Campaign*
- Virginia Arivu, University of Wollongong Dubai (UOWD) : *NextStop: Sky*

Diamond Partner



Platinum Partner



Gold Partners



Supporting Partners



2025 MEPR Awards Finalists

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

- Ayah Al Jaber : *APCO*
- Bushra Khan : *BPG Group*
- Rayanah Al Masri, 22 Stories to Share : *BPG Group*
- Gazala Parker, Quietly Bold: How care became a catalyst for change : *Brazen MENA*
- Tala Majzoub : *HAVAS Red Middle East*
- Varsha Muckatira : *Space42*
- Marissa Ganeshwaran: Chaos Coordinator. Calm Creator. Campaign Closer. : *The Romans*
- Elevating Narratives, Empowering Impact: A Career-Defining Year by Dalia Alqadhi : *Weber Shandwick MENAT*
- Freya Bruce : *Weber Shandwick MENAT*
- Zahra Zakriya : *Weber Shandwick MENAT*

Best Communicator of the Year

- Adel Maymoon 'Building the sustainable future, media outreach campaign' : *EMSTEEL*
- From student to parent to changemaker: Hamda bridges worlds to make education accessible, human, and future-ready. : *Hamda Al Hadrami*
- Brian Lott: Crafting Narratives for Mubadala's Global Story : *Mubadala Investment Company*
- Dina Taylor : *Saba Consultants*

Diamond Partner



Platinum Partner



Gold Partners



Supporting Partners



2025 MEPRA Awards Finalists

In-House Team of the Year

- CHALHOUB GROUP - GROUP COMMUNICATIONS : *CHALHOUB GROUP*
- Cleveland Clinic Abu Dhabi - Comms & Marketing Team : *Cleveland Clinic Abu Dhabi*
- A power packed team of 4 driving business objectives for IHG Hotels & Resorts across South West Asia, Middle East and Africa : *IHG Hotels & Resorts*
- Transforming Reputation from Within: M42's High-Impact In-House Communications Team : *M42*
- STRATEGIC STORYTELLING AT SCALE : *Masdar (Abu Dhabi Future Energy Company)*
- Voice of Mubadala, Story of the UAE & the People Making it Happen : *Mubadala Investment Company*
- Powering Progress Through Strategic Communications : *Tabreed*
- How one team is unlocking value and revolutionising waste management : *Tadweer Group*

Best Home-Grown Agency of the Year

- A Decade of Brazen Brilliance : *Brazen MENA*
- Checkmate! : *Gambit Communications*
- Place Communications #PartnerWithPlace : *Place Communications*
- *Soul Communications*
- *Tales & Heads*

Diamond Partner



Platinum Partner



Gold Partners



Supporting Partners



2025 MEPRA Awards Finalists

Small Agency of the Year

- Impact Porter Novell: Small Agency. Big Influence. : *Impact Porter Novelli*
- Place Communications #PartnerWithPlace : *Place Communications*
- *Soul Communications*
- *Tales & Heads*
- It's Us, The Romans : *The Romans*

Medium Agency of the Year

- A Decade of Brazen Brilliance : *Brazen MENA*
- Current Global MENAT - The Tweenager Year : *Current Global MENAT*

Large Agency of the Year

- Acorn Strategy: Strategic Moves. Monumental Impact. : *Acorn Strategy*
- *Action Global Communications*
- BLJ Worldwide: Shaping Narratives, Shifting Perceptions : *BLJ Worldwide*
- Launching the Future Four strategy - Building on 20 years of success in MENA : *Four Agency Worldwide*
- Checkmate! : *Gambit Communications*
- Weber Shandwick MENAT: Earning value across the region, for the region : *Weber Shandwick MENAT*

Diamond Partner



Platinum Partner



Gold Partners



Supporting Partners

