

مبادرة
mepra awards 2026 | CELEBRATING
25 YEARS

2026 MEPRA
AWARDS FINALISTS

Best Campaign in Arts, Culture & Heritage

BLJ Worldwide x Lawh Wa Qalam: M. F. Husain Museum :
A Unique Artist. A Unique Vision. A Unique Museum

Current Global MENAT x Dubai Airports :
Dubai Airports - Messages to Tomorrow

Edelman Middle East :
Melodies of Light

Gambit Communications & Emirates Literature Foundation :
Stories Worth Sharing

Image Nation Studios, Weber Shandwick MENAT, Digital Farm :
HOBA: The Emirati Film That Made the Unspoken Impossible to Ignore

Memac Ogilvy | Department of Culture & Tourism :
Two Museums. One Cultural Turning Point.

Ogilvy :
Manar Abu Dhabi 2025 – 'The Light Compass'

Saatchi & Saatchi Qatar and Media Majlis Museum :
Memememememe

SEC Newgate, Salone del Mobile.Milano and Architecture & Design Commission under the Ministry of Culture :
Red in Progress. Salone del Mobile.Milano meets Riyadh

Weber Shandwick MENAT, e& :
Arab-Easy: Preserving Arabic heritage, one keystroke at a time.

Best Campaign in Automotive

Gambit & Toyota :
The Halo Effect

Gambit Communications & iCAUR :
The new PR powertrain

Memac Ogilvy :
Honda, Honda Everywhere

Stellantis X Tales & Heads :
Stellantis X Tales & Heads - Drive for Local Business

The Romans x Porsche Middle East & Africa :
The Black Mambas

Weber Shandwick MENAT and Cadillac Arabia :
Cadillac Clubhouse

Weber Shandwick MENAT and Chevrolet Arabia :
Seven Emirates and a 1000 Kms

Best Campaign in Consumer Goods (FMCG)

Gambit & Toyota :
The Halo Effect

Gambit Communications & ASICS :
Sound Body, Sound Mind

Gambit Communications & iCAUR :
The new PR powertrain

Gambit Communications & Samsung Gulf Electronics :
The Galaxy Z Trifold Hat Trick

Horizon FCB KSA for Kimberly Clark Kotex :
Kimberly-Clark (Kotex “Skip the Fake, Be Natural” campaign)

Impact Porter Novelli x Clorox :
Clorox - Clean Feels Good

Memac Ogilvy X Majid Al Futtaim Retail :
Bright Bites

Memac Ogilvy X Majid Al Futtaim Retail :
SAVA

Weber Shandwick - IKEA Kuwait :
Table Talks

Best Campaign in Consumer Services

Burson, FP7, Parkin :
Parkin's Spots for Shops

hrmny x Deliveroo x Soul Communications :
Deliveroo Horse Delivery Stunt

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

talabat and Weber Shandwick :
talabat x Weber Shandwick: The Ultimate Assist

The Romans x Keeta :
Paint the Town Yellow

Weber Shandwick and Dyson :
From departure to discovery

Weber Shandwick MENAT, e& :
Addictech- A wake-up call for screen addiction

Zain Iraq x Memac Ogilvy :
Zain Iraq: Mamnoon

Zain Iraq x Memac Ogilvy :
Zain Iraq: 1001 - The VIP Ticket to Digital Life

Best Education Campaign

Acorn Strategy x Abu Dhabi Department of Education and Knowledge (ADEK) :
Midad: Widening the Path into Teaching

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

GEMS Education :
Launch of SRI

Muse Media LLC - JVI : *Jebel View International School 'Educating Minds - Enriching Heritage' launch campaign*

The Romans x Maison Terraē :
Clay Jugs

The Romans x Nord Anglia Education :
Permission to Play

Weber Shandwick and UAE Ministry of Higher Education and Scientific Research : *NextGen Ready*

Best Campaign in Financial & Professional Services

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

BPG Group & Sohar International :
Be Zahiya: Just Like You

BPG Group & Sohar International :
Binance Blockchain Week 2025

BPG Group x KPMG :
How Trust Became the Quiet Superpower

The Romans x Binance :
Best Campaign in financial and professional services

W7Worldwide :
Building Trust Beyond Healthcare

Weber Shandwick & Mastercard :
Mastercard Cyber Pulse: Banking on Trust

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

Best Campaign in Government Communications & Public Affairs

Abu Dhabi Biobank :

Preserve Life's First Gift Campaign: Abu Dhabi Biobank

Abu Dhabi Fund for Development & Four Agency Worldwide :

Impacting lives: one story at a time

Global Advisors Communications/International Humanitarian and Philanthropic Council :

Global Advisors Communications/Gaza Calling

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

Global Advisors Communications/Stop It With You

Memac Ogilvy and Abu Dhabi Public Health Centre (ADPHC) :

Check What Really Matters

Ministry of Climate Change and Environment :

Emirates Agriculture Conference and Exhibition (EmiratesACE); Driving Nation-Wide Momentum Towards UAE's Food Security Goals

Ministry of Interior and Municipalities in Lebanon x Memac Ogilvy x UNDP :

Elections Campaign: Ministry of Interior and Municipalities in Lebanon

Quill x Make it in the Emirates :

Operating a National Narrative of Resilience During a Period of Heightened Regional Sensitivity – Make it in the Emirates 2026

Riyadh Airports - King Khalid International Airport :

YOUR VOTE... COMPLETE OUR SUCCESS JOURNEY

VisitBritain :

Inspiring New Journeys Across Britain

Best Campaign in Healthcare & Well-Being

Current Global MENAT x ÕURA :
ÕURA - How the UAE sleeps

Department of Health – Abu Dhabi (DoH) & Abu Dhabi Public Health Centre (ADPHC) : *Making Health Prevention Visible: The Festival That Got Abu Dhabi Moving*

Department of Health – Abu Dhabi (DoH) & Abu Dhabi Public Health Centre (ADPHC) : *Beauty is in the “Mind” of the Beholder*

Golin Ketchum - NMSS :
World MS Day 2026 ‘Life Doesn’t Stop with MS’ Campaign

M42 : *M42 Launches Global AI Kidney Education Platform kidney.com for CKD Awareness*

Memac Ogilvy and Abu Dhabi Public Health Centre (ADPHC) :
Check What Really Matters

Qatar Foundation x Memac Ogilvy :
Game On: Qatar Foundation's National Sport Day Event

Sandpiper and Cigna Healthcare Middle East & Africa :
Measuring What Matters: Rethinking Wellbeing in the UAE

The Romans x Cycle Against Cancer :
Cycle Against Cancer

Weber Shandwick and Boehringer Ingelheim :
Pesty Pets

Best Campaign in Property & Real Estate

Winners to be announced
at the ceremony

Best Campaign in Retail, Fashion & Beauty

Al-Futtaim IKEA :
IKEA COMPLETE SLEEP

Arabian Oud x MSL :
Eid

Arabian Oud x MSL :
Yaqoot

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

Gambit Communications & Majid Al Futtaim Malls :
Ma'an

Memac Ogilvy X Al-Futtaim IKEA :
Globally Local

Memac Ogilvy X Al-Futtaim IKEA :
Table Talks

Memac Ogilvy X Majid Al Futtaim Retail :
Bright Bites

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

Weber Shandwick and Dyson :
Sunflower Power

Best Campaign in Sports & Recreation

Action Global Communications & UAE Jiu-Jitsu Federation :
UAE Jiu-Jitsu Federation: Jiu-Jitsu Beyond the Mats

Gambit Communications & ASICS :
Sound Body, Sound Mind

Havas Red & adidas :
Havas Red x Adizero Pasta

Havas Red & adidas :
Havas x adidas Modest Fanwear

Mubadala Investment Company

Qatar Foundation : *QATAR FOUNDATION x PARALYMPIAN SCOUT BASSETT: MAKING INCLUSION THE STANDARD IN SPORT*

Quill x Open Masters Games Abu Dhabi 2026 :
Open Masters Games Abu Dhabi 2026: United by Sports. Active for Life.

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

Weber Shandwick and ADNOC :
ADNOC X FORMULA 1 – THE RACE WITHIN

Weber Shandwick MENAT and Nike :
Nike's Power of Choice

Best Campaign in Technology

BPG Group for Amazon Devices "Be Alexa's Valentine" :
Amazon Devices "Be Alexa's Valentine"

Current Global MENAT x ÖURA :
ÖURA - How the UAE sleeps

Gambit Communications & Samsung Gulf Electronics :
The Galaxy Z Trifold Hat Trick

Gambit Communications & Samsung Gulf Electronics :
The New Privacy Protocol

IBM and Weber Shandwick :
A Blueprint for Digital Sovereignty

Mastercard and Weber Shandwick :
Your Mission: Activate Agent Pay

MSL Group Middle East :
#DreamBigwithHONOR600

Weber Shandwick & Mastercard :
Mastercard Cyber Pulse: From Code to Commerce

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

Weber Shandwick x CPX :
Securing AI

Best Campaign in Transportation & Logistics

Winners to be announced
at the ceremony

Best Campaign in Travel, Tourism & Hospitality

BPG Group and Burger King :
Shush Your Hunger: Burger King Munchies Menu

Current Global MENAT x Heinz :
Heinz - TK Zero @ 00:00

Experience Abu Dhabi & Mamac Ogilvy :
Stan, the AI-ncient Influencer

Miral Destinations, Weber Shandwick, Momentum, Initiative :
Turning Yas Island Upside Down: Bridging the Millennial-Gen Z Divide

Miral Destinations, Weber Shandwick, Momentum, Initiative :
Solving Family Travel Pains? The Answer is Yas.

Miral Destinations, Weber Shandwick, Momentum, Initiative :
Yas Island x Stranger Things: The Experience

Ras Al Khaimah Tourism Development Authority :
RAK MOMENTS - Best Campaign in Travel, Tourism & Hospitality

Riyadh Airports - King Khalid International Airport :
Terminal Transition Campaign

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

VisitBritain :
Inspiring New Journeys Across Britain

Best Brand Activation Event

Action Global Communications & Qatar Sports Investment (QSI) :
Padel Pitching @ Night Summit

Arabian Oud x MSL :
Yaqoot

Current Global MENAT x Heinz :
Heinz - TK Zero @ 00:00

Current Global MENAT x ŌURA :
ŌURA - How the UAE sleeps

Gambit Communications & FIX Dessert Chocolatier :
Messages from the UAE

Gambit Communications & iCAUR :
The new PR powertrain

Miral Destinations, Weber Shandwick, Momentum, Initiative :
Yas Island x Stranger Things: The Experience

Weber Shandwick and Dyson :
From departure to discovery

Weber Shandwick and McDonald's Kuwait :
The Wake Up Call

Weber Shandwick MENAT and Nike :
Nike's Power of Choice

Best Collaborative Partnership Campaign

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

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

Dubai Holding :
Gift It Forward 2026

Impact Porter Novelli x OMD x YouExperience x Clorox :
Clorox - Clean Feels Good

Ministry of Interior and Municipalities in Lebanon x Memac Ogilvy
x UNDP : *Elections Campaign: Ministry of Interior and Municipalities
in Lebanon*

Mubadala Investment Company : *Best Collaborative Partnership
Campaign - Mubadala Investment Company*

Multilem x Shamal x Impact Porter Novelli x Impact BBDO :
We Love Dubai – A City-wide Community Movement

talabat and Weber Shandwick :
talabat x Weber Shandwick: The Ultimate Assist

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

Weber Shandwick and Media City Qatar :
'Qatar SoundBeat'

Best Corporate Reputation Campaign

Abu Dhabi Fund for Development & Four Agency Worldwide :
Impacting lives: one story at a time

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

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

Dubai Integrated Economic Zones & Four Agency Worldwide :
Make Possible

Edelman Middle East and Microsoft :
Building Microsoft as UAE's AI Partner

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

HAVAS Red :
Launching Dubai's New Home of Gold

Memac Ogilvy X Al-Futtaim IKEA :
Globally Local

Memac Ogilvy X Al-Futtaim IKEA :
Here to be Part of Your Story

Mubadala Investment Company :

Best Crisis Communications/Issues Management Strategy

Winners to be announced
at the ceremony

Best ESG & Sustainability Campaign

BEEAH :
Closing the Recycling Gap

BLJ Worldwide x Msheireb Properties : *The Greenprint for Cities - Communicating the Sustainability of Msheireb Downtown Doha*

Current Global MENAT x The Green Planet :
The Green Planet - Enter Their World

Dubai Holding :
Gift It Forward 2026

Dubai Holding :
Innovate For Tomorrow Impact Accelerator

Gambit Communications & Majid Al Futtaim Malls :
Ma'an

Memac Ogilvy (Agency), Tata Consultancy Services (Client) : *TCS Sustainathon Saudi Arabia 2025-Sustainable Agriculture & Food Security*

Siemens Energy :
Siemens Energy Driving Sustainable Impact Across MEA

The Romans x Porsche Middle East & Africa :
The Black Mambas

Weber Shandwick MENAT, e& :
Addictech: A wake-up call for screen addiction

Best Integrated Campaign – B2B

Dubai Holding :
Gift It Forward 2026

Gambit Communications & Majid Al Futtaim Malls :
Ma'an

Impact Porter Novelli x Impact BBDO x Shamal Holding :
The Future of Seafront Being

Kenshō Mindful Communications/ OMIFCO IPO Campaign :
Best Integrated Campaign - B2B

Mubadala Investment Company :
Best Integrated Campaign - Mubadala Investment Company

Siemens Energy :
That Energy Show

Space42 :
Thuraya-4 Campaign

Weber Shandwick & Mastercard :
Built Small. Moving Strong.

Weber Shandwick and EMSTEEL :
EMSTEEL's ES600: Building the UAE's Future Together

Weber Shandwick x CPX :
Securing AI

Best Integrated Campaign – B2C

BPG Group and Burger King :
Fanning the Flames: Burger King “Taste on Fire” Campaign

Current Global MENAT x ÕURA :
ÕURA - How the UAE sleeps

Department of Health – Abu Dhabi (DoH) & Abu Dhabi Public Health Centre (ADPHC) : *Beauty is in the “Mind” of the Beholder*

Gambit Communications & iCAUR :
The new PR powertrain

Image Nation Studios, Weber Shandwick MENAT, Digital Farm :
HOBA: The Emirati Film That Made the Unspoken Impossible to Ignore

Miral Destinations, Weber Shandwick, Momentum, Initiative :
Turning Yas Island Upside Down: Bridging the Millennial-Gen Z Divide

Organization name: Bold Influence Client Name: Saudi Aviation Club : *The Sky Belongs to Everyone: Sand & Fun 2025*

Ras Al Khaimah Tourism Development Authority :
RAK MOMENTS

THE LEGO GROUP :
LEGO - Never Stop Playing

The Romans x Porsche Middle East & Africa :
The Black Mambas

Best Internal Communications or Change Management Campaign

Action Global Communications :
Got. Got. Need! 2.0

DOTMENT - HSA Group "Adaptive Innovation" -
Ramadan Campaign 2026 : *DOTMENT*

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

Pin&Notch + Qatar's General Tax Authority :
*BADER: Repositioning Qatar's General Tax
Authority Internal Purpose*

Siemens Energy :
MEA Passion for Energy Awards

Weber Shandwick and EMSTEEL :
*Composite Strength: Building a unified EMSTEEL
culture from the core*

Best Media Engagement Event

Winners to be announced
at the ceremony

Best Stunt or Live Event

Department of Health – Abu Dhabi (DoH) & Abu Dhabi Public Health Centre (ADPHC) : *Beauty is in the “Mind” of the Beholder*

Department of Health – Abu Dhabi (DoH) & Abu Dhabi Public Health Centre (ADPHC) : *Making Health Prevention Visible: The Festival That Got Abu Dhabi Moving*

Havas Red & adidas :
Havas Red x Adizero Pasta

McDonald's UAE, Weber Shandwick, and Netizency :
McDonald's UAE: The (6)7th McNugget

MUSE Media LLC - Qatar Polo Club :
Polo AlMarsa

Saatchi & Saatchi Qatar and McDonald's Qatar :
McDhow

Weber Shandwick and McDonald's Kuwait :
The Wake Up Call

Weber Shandwick MENAT, e& :
Addictech- A wake-up call for screen addiction

Best Use of Artificial Intelligence

Winners to be announced
at the ceremony

Best Use of Influencers or Brand Ambassadors

Arabian Oud x MSL :
Yaqoot

Arabian Oud x MSL :
Eid

Gambit Communications & Samsung Gulf Electronics :
The New Privacy Protocol

HAVAS Red :
Nad Al Sheba Mall Meets Its Neighbours

KAFA x Memac Ogilvy :
KAFA: Shame, Reassigned

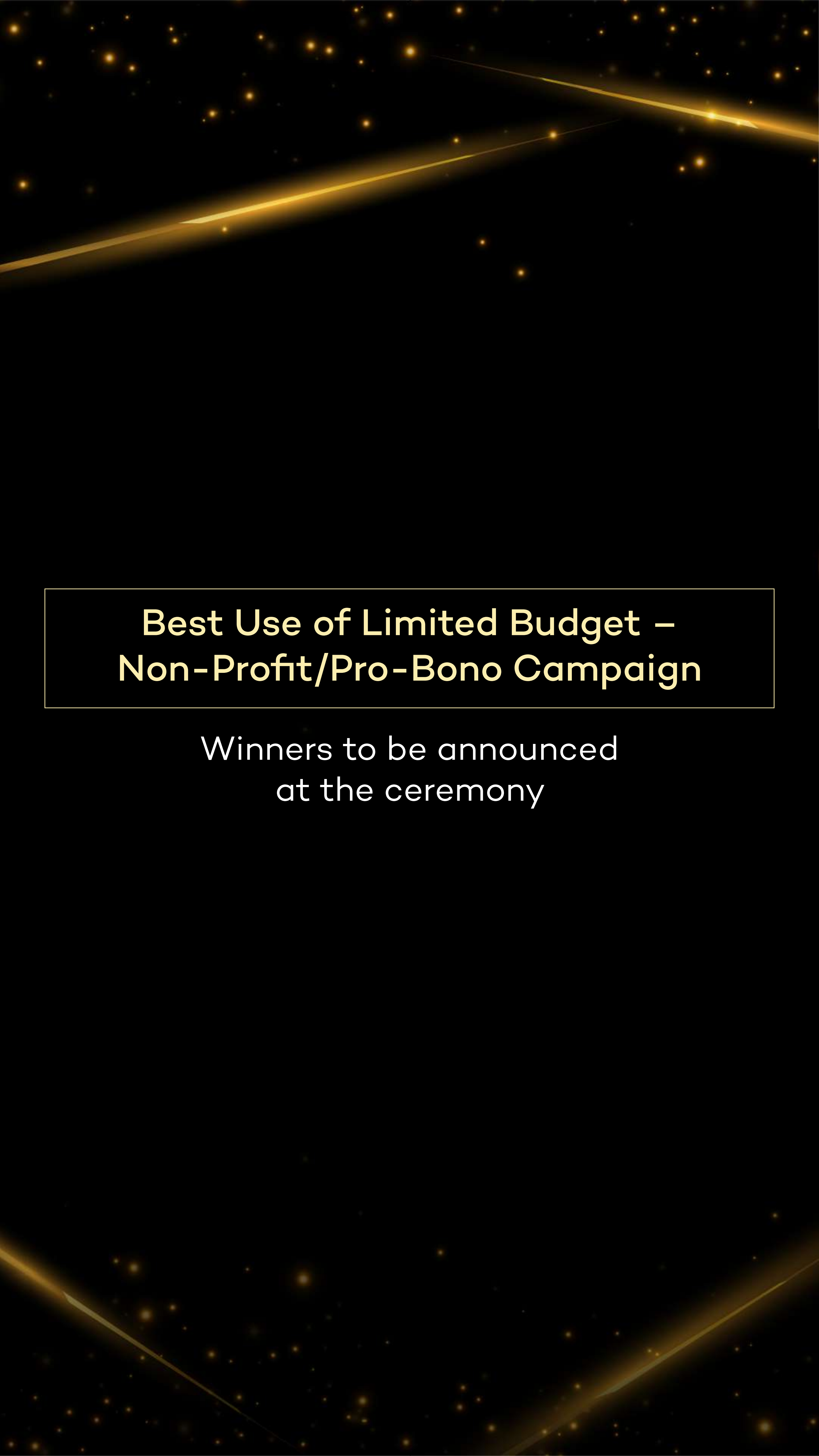
Miral Destinations, Weber Shandwick, Momentum, Initiative :
Yas Island x Millie Bobby Brown: Bridging the Generation Gap

Organization name: Bold Influence Client Name: Saudi Aviation Club :
The Sky Belongs to Everyone: Sand & Fun 2025

Riyadh Airports - King Khalid International Airport :
YOUR VOTE... COMPLETEOUR SUCCESS JOURNEY

Saatchi & Saatchi Qatar and McDonald's Qatar :
Mr. Meow

The Romans x Costa Coffee :
The Secret Menu Hack

The background of the entire image is a dark, starry night sky. Numerous small, bright yellow and white stars are scattered across the field. Two prominent, thick, golden-yellow light streaks or comets arc across the upper half of the image, adding a sense of dynamic movement and celestial grandeur.

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

Winners to be announced
at the ceremony

Best Use of Media Relations – B2B

Action Global Communications & Dubai Taxi Company (DTC) : *Dubai Taxi Company: Turning Market Momentum into Media Leadership*

Edelman Middle East and Microsoft :
Microsoft's commitment to Building the Future

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

Group-IB x Weber Shandwick :
No Country for Cybercriminals

Miral and Burson : *Championing National Narratives: The Miral x Burson B2B Storytelling Approach*

MSL Group and ADNOC Distribution :
E2GO: Building the Future of Electric Mobility in the UAE

Ogilvy :
Standard Chartered Global Research Briefing 2026

Best Use of Media Relations – B2C

Action Global Communications and Hudson & Rye :
Hudson & Rye: From Media Preview to Sold-Out Pastrami

Current Global MENAT x ÕURA :
ÕURA - How the UAE sleeps

Gambit Communications & Emirates Literature Foundation :
Stories Worth Sharing

Impact Porter Novelli x Skydive Dubai x Shamal Holding :
Rising Above the Extraordinary - 15 years of Skydive Dubai

Miral Destinations, Weber Shandwick, Momentum, Initiative :
Solving Family Travel Pains? The Answer is Yas.

Organization name: Bold Influence Client Name: Saudi Aviation Club :
The Sky Belongs to Everyone: Sand & Fun 2025 through media relations.

The Romans x Binance :
Binance Blockchain Week 2025

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

The Romans x Porsche Middle East & Africa :
The Black Mambas

VisitBritain :
Inspiring New Journeys Across Britain

Best Use of Social Media

Action Global Communications & Dubai Duty Free :
Dubai Duty Free: A Global Community on the Move

BLJ Worldwide X Qatar National Library - Heritage Library :
From Archive to Audience - Repositioning Qatar's Heritage Library Through Social Storytelling

Gambit Communications & Samsung Gulf Electronics :
The New Privacy Protocol

Global Advisors Communications/National Emergency Crisis and Disaster Management Authority (NCEMA) :
Global Advisors Communications/Stop It With You

Golin Ketchum - NMSS :
World MS Day 2026 'Life Doesn't Stop with MS' Campaign

McDonald's UAE, Weber Shandwick, and Netizency :
McDonald's UAE: The (6)7th McNugget

Qatar Foundation x Memac Ogilvy :
DEBUNKED - A Qatar Foundation Miniseries

Quill x Make it in the Emirates :
Make it in the Emirates 2026: Emerging Stronger

Saatchi & Saatchi Qatar and McDonald's Qatar :
Mr. Meow

The Romans x Porsche Middle East & Africa :
The Black Mambas

Best Use of Thought Leadership

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

BPG Group x Proofpoint :
Securing Intent: Owning AI's Next Blind Spot

CPX x Weber Shandwick :
Securing AI

Dubai Integrated Economic Zones & Four Agency Worldwide :
Make Possible

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

Memac Ogilvy (Agency) and Philip Morris International (Client) :
PMI Executives' Visibility Program

Northbourne Advisory :
Mapping Disruption Project

Ogilvy : *The Cultural Imperative – Protect. Preserve. Promote.*

The Romans x Nord Anglia Education :
Permission to Play

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

Best Campaign in North Africa

Winners to be announced
at the ceremony

Best Campaign in Qatar

BLJ Worldwide x Qatar National Library :
#QNL4ALL

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

MUSE Media LLC - Qatar Polo Club :
Polo AlMarsa Qatar

Qatar Foundation :
The QF Generation: Our People, Our Stories

Qatar Foundation x Memac Ogilvy :
CONVOCATION 2026: A NATIONAL MOMENT, TOLD RIGHT

Saatchi & Saatchi Qatar and McDonald's Qatar :
McDhow

Weber Shandwick and Media City Qatar :
'Qatar SoundBeat'

Best Campaign in Saudi Arabia

Winners to be announced
at the ceremony

Best Campaign in the UAE

Abu Dhabi Fund for Development & Four Agency Worldwide :
Impacting lives: one story at a time

Al-Futtaim IKEA :
IKEA COMPLETE SLEEP

Current Global MENAT x Heinz :
Heinz - TK Zero @ 00:00

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

Gambit Communications & Samsung Gulf Electronics :
The Galaxy Z Trifold Hat Trick

Havas Red & adidas :
Havas Red x Adizero Pasta

Memac Ogilvy X Al-Futtaim IKEA :
Globally Local

Memac Ogilvy X Majid Al Futtaim Retail :
Bright Bites

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

Visa : *Visa UAE SME Homegrown Business Platform*

Best Campaign in the Wider GCC

BPG Group & Sohar International :
Be Zahiya: Just Like You

BPG Group and Porsche Centre Kuwait : *Two Worlds Woven Into One: Porsche x Sadu Heritage Special Edition*

Kenshō Mindful Communications / OMIFCO IPO Campaign :
Best Campaign in the Wider GCC

M42 : *Amana Healthcare Bahrain: Bringing Specialized Care Closer to Home*

Memac Ogilvy X Al-Futtaim IKEA :
Globally Local

Muse Media LLC - JVI : *Jebel View International School “Educating Minds – Enriching Heritage” Campaign*

The Romans x Keeta :
Paint the Town Yellow

Weber Shandwick - IKEA Kuwait :
Table Talks

Weber Shandwick and McDonald's Kuwait :
The Wake Up Call

Best Communicator of the Year

Adel Maymoon
EMSTEEL's Corporate Communications
Director
*Building Reputation That Powers Industry
Weber Shandwick and EMSTEEL*

Fadi Tadros
General Motors Africa and Middle East

Rijosh Joseph
*Burson, Saudi Arabia
The ROI of Resilience*

Yasser Al-Sanad
Director of Corporate Communications &
Media Affairs, Riyadh Airports Company
*Riyadh Airports - King Khalid International
Airport*

Outstanding Student Campaign

Winner to be announced
at the ceremony

Dave Robinson Award for Outstanding Young Communicator of the Year (In-House OR Agency)

Cherifa Bouchak
Burson

Dana Ibrahim - Harnessing Positive Power to Turn Interpersonal Connection Into Impact : *HAVAS Red*

Delfina Ferrao - Communicating Change, Creating Impact : *Siemens Energy*

Dialla Atallah :
General Motors Africa & Middle East

Ishita Singh :
Ogilvy

Jana Jilani - The Year of Living Dangerously :
Gambit Communications

Mohammad Azmi Hamaydeh :
Edelman Middle East

Shirin Zemmo - Trusted Before She's Needed :
Burson

Theo Staples :
Four Agency Worldwide

Vinita Kullai :
YAP Global

In-House Team of the Year

BEEAH :
A Year of Impact

Dubai Airports :
Dubai Airports - Connecting Beyond Travel

GDRFA

Majid Al Futtaim

Miral Destinations

Mubadala Investment Company

Ras Al Khaimah Tourism Development Authority :
RAKTDA Destination Marketing & Communications Team

talabat :
talabat: The team behind the Everyday

TOD by beIN

Weber Shandwick and EMSTEEL : *EMSTEEL Corporate Communications Team Building Reputation, Driving Transformation*

Independent Agency of the Year

Acorn Strategy
Acorn Strategy: Strength Built from the Region, Proven Worldwide

Action Global Communications

Gambit Communications :
Chess Not Checkers

Place Communications: Partner with Place
A Milestone Year of High-Impact Growth

Quill

Tales & Heads
Tales & Heads. Proudly Homegrown in the UAE.

The Romans
The Romans: Bye Bye Boring PR

Small Agency of the Year

North Seventy Five
Small Agency, Outsized Impact: The North Seventy Five Story

Tales & Heads
Tales & Heads. Proudly Homegrown in the UAE.

The Romans
The Romans: Bye Bye Boring PR

Medium Agency of the Year

Current Global MENAT
Current Global MENAT - The Black Belt Mentality

Place Communications: Partner with Place
A Milestone Year of High-Impact Growth

Large Agency of the Year

Acorn Strategy
Acorn Strategy: Proof at Scale

Action Global Communications

BLJ Worldwide

Four Agency Worldwide
Augmented Difference Makers

Gambit Communications
Chess Not Checkers

Memac Ogilvy

Weber Shandwick MENAT
Weber Shandwick MENAT: A Year of Great Unexpectedations

Network Agency of the Year

Action Global Communications

Memac Ogilvy

Weber Shandwick MENAT
*Weber Shandwick MENAT: A Year of
Great Unexpectedations*