

# 2017 MENA DIGITAL AWARDS

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WINNERS



AWARD CEREMONY: March 22, 2017



### DIGITAL PR

Entrant company	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	Switched On	7Up	PepsiCo		Bronze
IMPACT BBDO Dubai	#Shopless	Sadia	BRF		Bronze
BA United Holding	Mother's Day #shta2tellikmom	The Spot	BA United Holding		Silver
IMPACT BBDO Dubai	Treehouse Store	Extra	Wrigley		Shortlist

### BEST APPLICATION (MOBILE/TABLET)

Entrant company	Entry title	Brand	Client	Support Agencies	
Red Blue Blur Ideas (JTL)	RTA Dubai App	RTA	Road and Transport Authority Dubai		Bronze
beIN MEDIA GROUP	beIN CONNECT	beIN	beIN MEDIA GROUP		Shortlist
Intigral	Dawri Plus	Dawri Plus	Intigral		Gold

### BEST FACEBOOK APP

Entrant company	Entry title	Brand	Client	Support Agencies	
Socialize	Mercedes-Benz Facebook Chatbot.	Mercedes-Benz Cars	Mercedes-Benz Cars Middle East		Gold

### BEST GAME APP

Entrant company	Entry title	Brand	Client	Support Agencies	
Impact Proximity	Good Move Dubai	The Executive Council	The Executive Council	IMPACT BBDO Dubai	Gold

**BEST INTEGRATED DIGITAL CAMPAIGN**

Entrant company	Entry title	Brand	Client	Support Agencies	
Starcom Dubai	The Tourist Journey	Pre-Pay SIM cards	du telecom	Leo Burnett	Gold
Vizeum MENA	Make Dreams Come True	Nayomi	Nayomi		Shortlisted
IMPACT BBDO Dubai	Skip Friday 13	Loto Libanaise	La Libanaise Des Jeux		Shortlisted
The Online Project	Let's Cook Together	IKEA	IKEA UAE	Kiwi Media Solutions	Shortlisted
Initiative MENA	Al Jay Afdal "The best is yet to come"	Mobily	Mobily	MULLENLOWE MENA	Silver
Digital Ape	”أطيب النكهات“ "Delicious tastes"	Lurpak	Arla Foods	PHD Media UAE	Silver

**BEST INTEGRATED MEDIA CAMPAIGN**

Entrant company	Entry title	Brand	Client	Support Agencies	
Garage366	Sun & Sand Sports/Shazam ME	Sun & Sand Sports	Sun & Sand Sports		Bronze
Zenith MENA	"24" ... Political Thriller	Shamel Postpaid	ooredoo Kuwait		Shortlisted
Sayidaty	Feed them right.. to grow right غذيتهم صح يكتبروا صح ...	Sayidaty's Social Awareness	Sayidaty		Shortlisted
Garage366	Sun & Sand Sports/Euro Cup Heroes	Sun & Sand Sports	Sun & Sand Sports		Gold
IMPACT BBDO Dubai	Musical Order	KFC/Pepsi	PepsiCo	OMD	Gold
Zenith MENA	Nana #IChooseToLiveFearless Live	SCA - Svenska Cellulosa Aktiebolaget	NANA - Sanitary Towels	Publicis Media Content	Silver
M&C MENA FT LLC	An Iconic Launch	Imperial	Imperial Brand	6th Floor	Gold

**BEST PERFORMANCE CAMPAIGN**

Entrant company	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	Musical Order	KFC/Pepsi	PepsiCo	OMD	Bronze
Syndic Marketing	Qatar Airways Travel Festival Performance Campaign	Qatar Airways	Qatar Airways		Silver
IMPACT BBDO Dubai	Skip Friday 13	Loto Libanaise	La Libanaise Des Jeux		Shortlist
Garage366	Sun & Sand Sports/Euro Cup Heroes	Sun & Sand Sports	Sun & Sand Sports		Shortlist
IMPACT BBDO Dubai	Stop The Hunger	Snickers	Mars		Gold
Garage366	Sun & Sand Sports/Shazam ME	Sun & Sand Sports	Sun & Sand Sports		Shortlist
IMPACT BBDO Dubai	#SaveYourFlavour	Galaxy	Mars		Shortlist
RBBi	Using Cross-Channel Business Intelligence to Improve Lead Quality and Life-Time Value	Abu Dhabi Islamic Bank (ADIB)	Abu Dhabi Islamic Bank (ADIB)		Gold
Sayidaty	The Muse - Sayidaty and Estee Lauder Women Empowerment campaign	Sayidaty and Estee Lauder	Al khaleejiya		Shortlist
Zenith MENA	"24" ... Political Thriller	Shamel Postpaid	ooredoo Kuwait		Gold

**BEST SEARCH MARKETING CAMPAIGN**

Entrant company	Entry title	Brand	Client	Support Agencies	
NetBooster MENA	Increasing Flight Searches With A New KPI	Emirates Airline	Emirates		Shortlist

**BEST USE OF DATA**

Entrant company	Entry title	Brand	Client	Support Agencies	
Mindshare MENA	A fresh start	HSBC	HSBC		Shortlisted
MEC MENA FZ LLC	Creating a Data Battery to Fuel an Iconic Launch	Jaguar	Jaguar Land Rover	Spark44	Bronze
Syndic Marketing	Qatar Airways Travel Festival Metasearch Marketing Campaign	Qatar Airways	Qatar Airways		Bronze

**BEST USE OF CROSS-PLATFORM DIGITAL CONTENT**

Entrant company	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	#Shopless	Sadia	BRF		Bronze
Magna Global	The Region's First Ever Crowdsourced Menu	Subway	Subway	Momentum	Silver
IMPACT BBDO Dubai	Skip Friday 13	Loto Libanaise	La Libanaise Des Jeux		Bronze
IMPACT BBDO Dubai	#SaveYourFlavour	Galaxy	Mars		Bronze

**BEST WEB PLATFORM**

Entrant company	Entry title	Brand	Client	Support Agencies	
Mindshare MENA	My Future Champion	Aptamil Junior	Danone		Silver
Human Resources Development Fund	HRDF Website	HRDF	Human Resources Development Fund		Shortlist

**BEST USE OF MOBILE**

Entrant company	Entry title	Brand	Client	Support Agencies	
Garage366	Sun & Sand Sports/Euro Cup Heroes	Sun & Sand Sports	Sun & Sand Sports		Gold
MediaCom MENA	Between the Ears	BOSE	BOSE		Gold
Garage366	Sun & Sand Sports/Shazam Me	Sun & Sand Sports	Sun & Sand Sports		Bronze
IMPACT BBDO Dubai	Skip Friday 13	Loto Libanaise	La Libanaise Des Jeux		Grand Prix
Magna Egypt	Embrace Music (Anghami)	Close Up	Unilever		Shortlisted
IMPACT BBDO Dubai	#SaveYourFlavour	Galaxy	Mars		Shortlisted

**BEST USE OF SOCIAL MEDIA - SMALL BUDGET -< USD 20,000**

Entrant company	Entry title	Brand	Client	Support Agencies	
Initiative MENA	They are just cows	Labanita			Shortlisted
DigitasLbi MENA	Priceless Reply	Mastercard	Mastercard	The Leap Collective & Carat MENA	Shortlisted
BA United Holding	Mother's Day #shta2tellikmom	The Spot	BA United Holding		Bronze
Kreato Global	#MyUAE Typeface	Rainbow Milk	Friesland Campina Middle East		Shortlisted
Your Social	#TakeltOutside	Duplays	Duplays		Shortlisted
RAPP Middle East	Save The Husband	mrUsta	mrUsta		Gold
TBWA/ZEENAH	Experience Oman	Oman	Ministry of Tourism Oman		Gold

### BEST USE OF SOCIAL MEDIA - MEDIUM BUDGET USD 20,001 - USD 100,000

Entrant company	Entry title	Brand	Client	Support Agencies	
Socialize	Driving Growth Through The Newsfeed	Mercedes-Benz Cars	Mercedes-Benz Cars Middle East		Bronze
Carat MENA	#unexpected	Chevrolet	General Motors	Commonwealth // McCann	Bronze
Mindshare MENA	Limited Edition Heritage	Vimto	Aujan Coca Cola		Shortlist
Quest Arabiya	Quest Arabiya Launch Campaign	Quest Arabiya	Quest Arabiya		Silver
DigitasLbi MENA	Fuelling Social	Panzani Groupe			Shortlist
Zenith MENA	Kiri UBER #BetterWhenShared	Kiri	Fromageries Bel	Leo Burnett	Shortlist
DigitasLbi MENA	Priceless Anthem	UEFA Champions League Partnership	Mastercard	FP7/DXB & Carat MENA	Silver
Novo Cinemas	Novo Cinemas - Social Media Strategy	Novo Cinemas	Novo Cinemas		Shortlist

### BEST USE OF SOCIAL MEDIA - BIG BUDGET > USD 100,001

Entrant company	Entry title	Brand	Client	Support Agencies	
The Online Project	#Startconnecting	NESCAFÉ	Nestlé Middle East		Bronze
Zenith MENA	Nana #IChooseToLiveFearless Jordan	SCA - Svenska Cellulosa Aktiebolaget	NANA - Sanitary Towels	Publicis Media Content	Shortlist
Digital Ape	تجربتي غير My Unique Experience	Great Britain	British Council	iProspect MENA	Bronze
Latitude Digital Marketing	#MyDubaiNewYear	Emaar	Emaar Properties		Bronze

**BEST USE OF TECHNOLOGY**

Entrant company	Entry title	Brand	Client	Support Agencies	
MediaCom MENA	Between the Ears	BOSE	BOSE		Shortlisted
Garage366	Sun & Sand Sports/Euro Cup Heroes	Sun & Sand Sports	Sun & Sand Sports		Bronze
IMPACT BBDO Dubai	Skip Friday 13	Loto Libanaise	La Libanaise Des Jeux		Bronze
Garage366	Sun & Sand Sports/Shazam ME	Sun & Sand Sports	Sun & Sand Sports		Bronze
MEC MENA	Creating a Human Hard-drive to Build an Iconic Launch	Jaguar	Jaguar Land Rover	Spark44	Shortlisted

**DIGITAL CAUSE MARKETING**

Entrant company	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	Traffic 'Jam'	7Up	PepsiCo		Shortlisted
IMPACT BBDO Dubai	Switched On	7Up	PepsiCo		Bronze
Zenith MENA	Kiri #BetterWhenShared	Kiri	Fromageries Bel	Leo Burnett	Shortlisted
IMPACT BBDO Dubai	#Shopless	Sadia	BRF		Gold
Havas Worldwide	Stand For Good	Ooredoo	Ooredoo Group		Silver
Starcom Dubai	#PostWisely	du Corporate	du telecom	Leo Burnett	Bronze
Sayidaty	Feed Them Right... to Grow Right ! غذيهم صح... يكبروا صح	Sayidaty Kitchen	Sayidaty		Gold
Magna Egypt	Street Children-NAFAS	Rexona & Clear	Unilever		Gold

**BEST USE OF VIDEO**

Entrant company	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	Switched On	7Up	PepsiCo		Shortlisted
IMPACT BBDO Dubai	Treehouse Store	Extra	Wrigley		Shortlisted
Digital Republic Linked by Isobar	Expressions Campaign	POND's	Unilever		Shortlisted
Optimedia	#ShareAPartOfYou this Ramadan	Majid Al Futtaim	Majid Al Futtaim		Shortlisted
Magna Egypt	Masters of Tea	Lipton	Unilever		Shortlisted
IMPACT BBDO Dubai	Stop The Hunger	Snickers	Mars		Bronze
Magna Egypt	Rexona- Do More	Rexona	Unilever		Shortlisted
The Online Project	Let's Cook Together	IKEA	IKEA UAE	Kiwi Media Solutions	Silver
IMPACT BBDO Dubai	#Shopless	Sadia	BRF		Bronze
Optimedia	SRT Heroes by FCA	Fiat Chrysler Automobiles	SRT	Publicis	Solver
Carat MENA	Gym is Everywhere	Reebok	Adidas Emerging Markets	Socialize	Bronze
Zenith MENA	Nana #IChooseToLiveFearless Live	SCA - Svenska Cellulosa Aktiebolaget	NANA - Sanitary Towels	Publicis Media Content	Bronze

**BEST VIRAL CAMPAIGN**

Entrant company	Entry title	Brand	Client	Support Agencies	
The Online Project	April Fools	NESCAFÉ	Nestlé Middle East		Shortlisted

**DIGITAL ACTIVATION**

Entrant company	Entry title	Brand	Client	Support Agencies	
Garage366	Sun & Sand Sports/Shazam ME	Sun & Sand Sports	Sun & Sand Sports		Shortlisted
IMPACT BBDO Dubai	Skip Friday 13	Loto Libanaise	La Libanaise Des Jeux		Gold
Hug Digital	Ski Dubai 360 VR Experience	Ski Dubai	Ski Dubai		Bronze
IMPACT BBDO Dubai	#SaveYourFlavour	Galaxy	Mars		Shortlisted
Garage366	Sun & Sand Sports/Euro Cup Heroes	Sun & Sand Sports	Sun & Sand Sports		Silver
Carat MENA	#unexpected	Chevrolet	General Motors	Commonwealth // McCann	Gold
IMPACT BBDO Dubai	Stop The Hunger	Snickers	Mars		Gold

**BEST USE OF DIGITAL BY SECTOR: CHARITY, NGO OR NFP**

Entrant company	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	Switched On	7Up	PepsiCo		Shortlisted
IMPACT BBDO Dubai	#Shopless	Sadia	BRF		Shortlisted
Digital Ape	My - تجربتي غير - Unique Experience	Great Britain	British Council	iProspect MENA	Bronze

**BEST USE OF DIGITAL BY SECTOR: AUTOMOTIVE**

Entrant company	Entry title	Brand	Client	Support Agencies	
Carat MENA	#unexpected	Chevrolet	General Motors	Commonwealth // McCann	Shortlisted
MEC MENA	An Iconic Launch for an Iconic SUV	Jaguar	Jaguar Land Rover	Spark44	Bronze
Socialize	Leading The Way To Digital Leads	Mercedes-Benz Cars	Mercedes-Benz Cars Middle East		Gold

**BEST USE OF DIGITAL BY SECTOR: FINANCIAL AND BANKING**

Entrant company	Entry title	Brand	Client	Support Agencies	
Mindshare MENA	A fresh start	HSBC	HSBC		Gold

**BEST USE OF DIGITAL BY SECTOR: FMCG**

Entrant company	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	Treehouse Store	Extra	Wrigley		Shortlisted
IMPACT BBDO Dubai	Musical Order	KFC/Pepsi	PepsiCo	OMD	Bronze
Magna Egypt	Rexona- Do More	Rexona	Unilever		Shortlisted
IMPACT BBDO Dubai	Stop The Hunger	Snickers	Mars		Shortlisted
RBBi	Cooking Up a Storm with Digital Media	Al Alali	Al Alali		Shortlisted
IMPACT BBDO Dubai	Switched On	7Up	PepsiCo		Gold
Magna Egypt	Masters of Tea	Lipton	Unilever		Bronze

**BEST USE OF DIGITAL BY SECTOR: MEDIA**

Entrant company	Entry title	Brand	Client	Support Agencies	
Sayidaty	Sayidaty Snapchat – The Women magazine becoming snappy!	Sayidaty	Sayidaty		Shortlisted

**BEST USE OF DIGITAL BY SECTOR: RETAIL**

Entrant company	Entry title	Brand	Client	Support Agencies	
Impact Porter Novelli	Centrepoint #GiftYourTime	Centrepoint	Centrepoint	IMPACT BBDO	Silver
Sayidaty	Sayidaty Mall-e-commerce	www.sayidaty mall.net	Sayidaty		Shortlisted

**BEST USE OF DIGITAL BY SECTOR: TECHNOLOGY/  
TELECOMMUNICATIONS**

Entrant company	Entry title	Brand	Client	Support Agencies	
Starcom Dubai	#PostWisely	du Corporate	du telecom	Leo Burnett	Shortlisted
Starcom Dubai	The Tourist Journey	Pre-Pay SIM cards	du telecom	Leo Burnett	Gold
MediaCom MENA	Between the Ears	BOSE	BOSE		Shortlisted

**BEST USE OF DIGITAL BY SECTOR: TRAVEL, SPORT AND  
ENTERTAINMENT**

Entrant company	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	Skip Friday 13	Loto Libanaise	La Libanaise Des Jeux		Shortlisted

**GRAND PRIX**

Entrant company	Category	Entry title	Brand	Client	Support Agencies	
IMPACT BBDO Dubai	Best Use of Mobile	Skip Friday 13	Loto Libanaise	La Libanaise Des Jeux		Grand Prix

**AGENCY OF THE YEAR**

IMPACT BBDO Dubai	<b>GOLD</b>
Garage 366	<b>SILVER</b>
Magna Egypt	<b>BRONZE</b>

**NETWORK OF THE YEAR**

BBDO Worldwide – Part of Omnicom Group	<b>GOLD</b>
Publicis Group	<b>SILVER</b>
WPP	<b>BRONZE</b>