



MENA
DIGITAL
AWARDS

2020-2021 SHORTLISTED ENTRIES

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

Entrant company	Entry title	Brand	Client
Hanging Gardens Agency	Bourjois #BeautifulTogether	Bourjois Middle East	COTY
Ajman Free Zone	Ajman Free Zone - Social Media Campaign	Ajman Free Zone	Ajman Free Zone
Crayons Global FZ LLC	Back to Beauty	Kaya Skin Clinic	Kaya Skin Clinic
Magna Global	Lifebuoy Purpose	Lifebuoy	Unilever
Cheil Levant	The Real beauty of Jordan	Samsung Galaxy Note 20 ultra	Samsung Electronics Levant
Netizency	Mothers' Memes	Lenovo	Lenovo
Magna	Stay Home Move More	Rexona	Unilever

BEST USE OF SOCIAL MEDIA - SMALL BUDGET -< USD 20,000			
Entrant company	Entry title	Brand	Client
Glimpse Marketing FZ-LLC	Hyundai - Saudi Women Drive Marketing and Social Media	Hyundai	Hyundai/Innocean
Oui FZE	Launch Campaign	Ojar	Ojar
The Environment Agency - Abu Dhabi	The Environment Agency - Abu Dhabi; Best use of Social Media	The Environment Agency - Abu Dhabi	The Environment Agency - Abu Dhabi
Oui FZE	Dubai Creek Harbour	Emaar	Emaar
Green Crescent - Yeşilay	#TamZamanı - #RightNow	Green Crescent - Yeşilay	Green Crescent - Yeşilay
Cicero & Bernay Communication Consultancy	OPPO Reno 6 Series Launch	OPPO	OPPO ARABIA

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

Entrant company	Entry title	Brand	Client
Netizency	We gave away an island!	Liv. Bank	Liv. Bank

BEST SEARCH MARKETING CAMPAIGN

Entrant company	Entry title	Brand	Client
Sandstorm Digital	Sandstorm Digital ARADA	Arada, Aljada, Nasma Residences	ARADA

BEST DIGITAL POINT OF SALES

Entrant company	Entry title	Brand	Client
AXA GIG Insurance	Best Motor Insurance buying experience in the region	AXA GIG Insurance	AXA GIG Insurance

BEST PERFORMANCE CAMPAIGN			
Entrant company	Entry title	Brand	Client
Yazle Marketing Management	Expo 2020 B2B App Install - Campaign run by Yazle	Expo 2020	Expo 2020
Magna	Clear Cr7	Clear	Unilever
OMD	Nissan Patrol - Conquer Everywhere	Nissan	Nissan
A2Z Media	Makarem Annakheel 2021 Digital Strategy	Makarem Annakheel Hotel & Resort	Makarem Hotels
Ajman Free Zone	Ajman Free Zone Performance Campaign	Ajman Free Zone	Ajman Free Zone
Fusion5 Advertising	Jawwy TV	Jawwy TV	Intigral
Crayons Global FZ LLC	Back to Beauty	Kaya Skin Clinic	Kaya Skin Clinic
Cicero & Bernay Communication Consultancy	OPPO Reno 6 Series Launch	OPPO	OPPO ARABIA
OMD	Nissan Xterra - Bond wherever you go	Nissan	Nissan
PHD Media	A Happy Pivot	Mashreq	Mashreq

BEST USE OF CROSS-PLATFORM DIGITAL CONTENT			
Entrant company	Entry title	Brand	Client
Cicero & Bernay Communication Consultancy	OPPO Reno 6 Series Launch	OPPO	OPPO ARABIA
Merkle MENA	Make Protection Delicious With Oronamin C	Oronamin C	Otsuka Pharmaceuticals
AKQA	Aramco LIFE – A bold approach to employee experience	Aramco Life	Aramco
OMD	Doritos X Sony	Doritos	PepsiCo

BEST USE OF DATA			
Entrant company	Entry title	Brand	Client
OMD	Nissan - Xterra Bond Wherever You Go	Nissan	Nissan
OMD	Join the making of a new world	Expo 2020	Expo
Asda'a BCW	The Rise and Rise of Video Streaming in MENA by STARZPLAY	STARZPLAY	STARZPLAY
Mindshare	A Beam in the dark	Kinder Joy Applaydu	Ferrero

BEST USE OF VIDEO			
Entrant company	Entry title	Brand	Client
OMD	Can a person trust a country?	UAE Government Office	UAE Government Office
DORRAV	Village West Social Media Video	Village West	DORRA
OMD	Can a person trust a country?	UAE Government Office	UAE Government Office
LMTD	Connecting Lives	Abu Dhabi Ports	Abu Dhabi Ports
Netizency	Moto Makes a Flippin' Comeback	Motorola Razr	Motorola
Netizency	Motorola Razr Reaches for the Skies	Motorola Razr	Motorola
Oui FZE	Ojar Launch Campaign	Ojar	Ojar

BEST VIRAL CAMPAIGN			
Entrant company	Entry title	Brand	Client
SRMG Labs	Source of Pride	SRMG	SRMG
Netizency	Moto Makes a Flippin' Comeback	Motorola Razr	Motorola
Magna Global	Lifebuoy Purpose	Lifebuoy	Unilever
Dabur International	Vatika Notes By Nature Campaign	Vatika	Dabur International

BEST USE OF MOBILE			
Entrant company	Entry title	Brand	Client
Magna	Lifebuoy Purpose - Blis	Lifebuoy	Unilever

BEST APPLICATION (TABLET/MOBILE)

Entrant company	Entry title	Brand	Client
AXA Gulf	MyAXA App for health customers supporting through the pandemic	AXA Gulf	AXA Gulf
CREATIVE APPS LLC	SELL NOW	SELL NOW	Mobin Khan

BEST INTEGRATED MEDIA CAMPAIGN

Entrant company	Entry title	Brand	Client
PHD Media	Mashreq x Noon	Mashreq	Mashreq
OMD	OSN - Friends Reunion	OSN	OSN

BEST INTEGRATED DIGITAL CAMPAIGN			
Entrant company	Entry title	Brand	Client
PHD Media	Mashreq x Noon	Mashreq	Mashreq
Ajman Free Zone	Ajman Free Zone - Integrated Digital Campaign	Ajman Free Zone	Ajman Free Zone
Cicero & Bernay Communication Consultancy	Oppo Reno 6 Series Launch	OPPO	OPPO ARABIA
Chain Reaction	Chain Reaction & Asharq News – The Power of Integration	Asharq News	Asharq
OMD	Pepsi Music Campaign	Pepsi	PepsiCo
Netizency	We gave away an island!	Liv. Bank	Liv. Bank
Power League Gaming	Power League Gaming	Adidas	Adidas

BEST WEB PLATFORM				
Entrant company	Entry title	Brand	Client	Partner Agencies
AKQA	Aramco.com – Enhanced usability and storytelling experience	Aramco	Aramco	
Spiral Click Web Technologies	Retail Abu Dhabi Website	Retail Abu Dhabi	Abu Dhabi Department of Culture & Tourism	
Hanging Gardens Agency	Hanging Gardens Online	Hanging Gardens Online	Hanging Gardens Agency	
Create Media	Living Museum	Royal Commission for AIUla	Royal Commission for AIUla	Create Group

DIGITAL ACTIVATION			
Entrant company	Entry title	Brand	Client
OMD	Join the making of a new world	Expo 2020	Expo 2020
SRMG Labs	Source of Pride	SRMG	SRMG
OMD	Pepsi Music Campaign	Pepsi	PepsiCo
Netizency	One Heck of a Housewarming Party	TikTok for Business	TikTok
Cicero & Bernay Communication Consultancy	OPPO Reno 6 Series Launch	OPPO	OPPO ARABIA

BEST USE OF TECHNOLOGY			
Entrant company	Entry title	Brand	Client
Merkle MENA	Ounass: Bringing Luxury Closer To You Via Inventory Management	Ounass	Al Tayer Group
Magna	Lipton Stay At Home	Lipton	Unilever
Magna	Lifebuoy Purpose	Lifebuoy	Unilever
Ad-Lib.io	Dynamic Ads With Tech	STC	STC
Asda'a BCW	STARZPLAY – Lionsgate India	STARZPLAY	STARZPLAY – Lionsgate India
Heriot-Watt University, Dubai	Heriot-Watt University Burj Khalifa Campaign	Heriot-Watt University, Dubai	Heriot-Watt University, Dubai

DIGITAL CAUSE MARKETING				
Entrant company	Entry title	Brand	Client	Partner Agencies
Magna Global	Lifebuoy Purpose	Lifebuoy	Unilever	
Dubai Holding	A Meal for a Brighter Tomorrow Campaign	ShareTheMeal	Dubai Holding	BOND
Netizency	Lebanon P2P donations	Raje3 Yet3amma	Netizency	
Magna	Stay Home Move More	Rexona	Unilever	

BEST USE OF DIGITAL BY SECTOR - AUTOMOTIVE

Entrant company	Entry title	Brand	Client
Fusion5	Aston Martin	DBX	Aston Martin
OMD	Nissan Patrol - Conquer Everywhere	Nissan	Nissan
OMD	Nissan Xterra - Bond Wherever You Go	Nissan	Nissan
OMD	Infiniti Eyes On You	Infiniti	Infiniti

BEST USE OF DIGITAL BY SECTOR - TRAVEL, SPORT AND ENTERTAINMENT

Entrant company	Entry title	Brand	Client
OMD	Join the making of a new world	Expo 2020	Expo
OMD Egypt	Oppo Brand Equity	Oppo	Oppo
Chain Reaction	Chain Reaction & The Pointe - Reaching the Ultimate Destination Together	The Pointe	Nakheel Malls - The Pointe

BEST USE OF DIGITAL BY SECTOR – OIL & GAS

Entrant company	Entry title	Brand	Client
Fusion Five Advertising	ADNOC Group	ADNOC Group - Energy For Life	ADNOC Group
AKQA	Aramco LIFE – A bold approach to employee experience	Aramco Life	Aramco
AKQA	Aramco.com - Enhanced usability and storytelling experience	Aramco Life	Aramco

BEST USE OF DIGITAL BY SECTOR – TECHNOLOGY/TELECOMMUNICATIONS

Entrant company	Entry title	Brand	Client
Netizency	Moto Makes a Flippin' Comeback	Motorola Razr	Motorola

BEST USE OF DIGITAL BY SECTOR – OIL & GAS

Entrant company	Entry title	Brand	Client
Fusion Five Advertising	ADNOC Group	ADNOC Group - Energy For Life	ADNOC Group
AKQA	Aramco LIFE – A bold approach to employee experience	Aramco Life	Aramco
AKQA	Aramco.com - Enhanced usability and storytelling experience	Aramco Life	Aramco

BEST USE OF DIGITAL BY SECTOR – FINANCIAL & BANKING

Entrant company	Entry title	Brand	Client
Netizency	We gave away an island!	Liv. Bank	Liv. Bank
PHD Media	A Happy Pivot	Mashreq	Mashreq

BEST USE OF DIGITAL BY SECTOR – FMCG

Entrant company	Entry title	Brand	Client
OMD	Pepsi Music Campaign	Pepsi	PepsiCo
Hanging Gardens Agency	Al Rawabi - Foundation Campaign	Al Rawabi	Al Rawabi Dairy Company
OMD	Doritos X Sony	Doritos	PepsiCo

BEST USE OF DIGITAL BY SECTOR – MEDIA

Entrant company	Entry title	Brand	Client
Fusion 5 Advertising	DEWA Smart Living	Dubai Electricity and Water Authority	Dubai Electricity and Water Authority
SRMG Labs	Source of Pride	SRMG	SRMG
OMD	OSN - Friends Reunion	OSN	OSN

BEST USE OF DIGITAL BY SECTOR – HEALTHCARE

Entrant company	Entry title	Brand	Client	Support Agencies
Crayons Global FZ LLC	Back to Beauty	Kaya Skin Clinic	Kaya Skin Clinic	

BEST USE OF DIGITAL BY SECTOR – RETAIL

Entrant company	Entry title	Brand	Client	Support Agencies
Mabaneer	The Avenues	The Avenues	Mabaneer	GTE-Kuwait
Merkle MENA	Discovering Fashion At The Right Time, With Ontime	Ontime	Alyasra Fashion	

BEST USE OF DIGITAL BY SECTOR – EDUCATION

Entrant company	Entry title	Brand	Client	Support Agencies
Heriot-Watt University, Dubai	Heriot-Watt University Burj Khalifa Campaign	Heriot-Watt University, Dubai	Heriot-Watt University, Dubai	

BEST USE OF DIGITAL BY SECTOR – BEAUTY AND PERSONAL CARE

Entrant company	Entry title	Brand	Client
Dabur International	Fem Hair Removal Maya Acra	Fem	Dabur International
Hanging Gardens Agency	Bourjois #BeautifulTogether	Bourjois Middle East	COTY
Dabur International	Vatika Voices	Vatika	Dabur International
OMD	Share The Care Challenge	NIVEA	Beiersdorf
Dabur International	Vatika Extreme Challenges	Vatika	Dabur International
Dabur International	Vatika Enriched Hair Oil - 20 Minutes Nourishment	Vatika	Dabur International
Dabur International	Dabur Amla Friends of Cancer Patients	Dabur Amla	Dabur International