



MENA  
**DIGITAL**  
AWARDS

2020/2021 WINNERS

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

Entrant company	Entry title	Brand	Client	Support Agencies	
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		Gold
Green Crescent - Yeşilay	#TamZamanı - #RightNow	Green Crescent - Yeşilay	Green Crescent - Yeşilay		Silver
Glimpse Marketing FZ-LLC	Hyundai - Saudi Women Drive Marketing and Social Media	Hyundai	Hyundai/Innocean		Bronze

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

Entrant company	Entry title	Brand	Client	Lead Agencies	
Magna	Stay Home Move More	Rexona	Unilever		Gold
Magna Global	Lifebuoy Purpose	Lifebuoy	Unilever		Silver
Ajman Free Zone	Ajman Free Zone - Social Media Campaign	Ajman Free Zone	Ajman Free Zone	Fusion5	Bronze

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

Entrant company	Entry title	Brand	Client	Support Agencies	
Netizency	We gave away an island!	Liv. Bank	Liv. Bank		Gold
Glimpse Marketing FZ-LLC	UAE Pavilion - Marketing and Social Media	UAE Pavilion	UAE Pavilion		Silver

**BEST APPLICATION (TABLET/MOBILE)**

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

**BEST PERFORMANCE CAMPAIGN**

Entrant company	Entry title	Brand	Client	Support Agencies	
PHD Media	A Happy Pivot	Mashreq	Mashreq		Gold
OMD	Nissan Patrol - Conquer Everywhere	Nissan	Nissan	TBWA	Silver
OMD	Nissan Xterra - Bond wherever you go	Nissan	Nissan	TBWA	Bronze

**BEST USE OF DATA**

Entrant company	Entry title	Brand	Client	Support Agencies	
Mindshare	A Beam in the dark	Kinder Joy Appplaydu	Ferrero		Gold
OMD	Join the making of a new world	Expo 2020	Expo		Silver
Asda'a BCW	The Rise and Rise of Video Streaming in MENA by STARZPLAY	STARZPLAY	STARZPLAY		Bronze

**BEST SEARCH MARKETING CAMPAIGN**

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

**BEST USE OF VIDEO**

Entrant company	Entry title	Brand	Client	Support Agencies	
LMTD	Connecting Lives	Abu Dhabi Ports	Abu Dhabi Ports		Gold
Netizency	Moto Makes a Flippin' Comeback	Motorola Razr	Motorola		Silver
Netizency	Motorola Razr Reaches for the Skies	Motorola Razr	Motorola		Bronze

**BEST USE OF MOBILE**

Entrant company	Entry title	Brand	Client	Support Agencies	
Magna	Lifebuoy Purpose - Blis	Lifebuoy	Unilever		Gold

### BEST VIRAL CAMPAIGN

Entrant company	Entry title	Brand	Client	Support Agencies	
Magna Global	Lifebuoy Purpose	Lifebuoy	Unilever		Gold
Netizency	Moto Makes a Flippin' Comeback	Motorola Razr	Motorola		Silver
SRMG Labs	Source of Pride	SRMG	SRMG		Bronze

### BEST INTEGRATED MEDIA CAMPAIGN

Entrant company	Entry title	Brand	Client	Support Agencies	
OMD	OSN - Friends Reunion	OSN	OSN		Gold
PHD Media	Mashreq x Noon (copy)	Mashreq	Mashreq		Silver

**BEST INTEGRATED DIGITAL CAMPAIGN**

Entrant company	Entry title	Brand	Client	Support Agencies	
OMD	Pepsi Music Campaign	Pepsi	PepsiCo		Gold
Chain Reaction	Chain Reaction & Asharq News – The Power of Integration	Asharq News	Asharq		Silver
Cicero & Bernay Communication Consultancy	Oppo Reno 6 Series Launch	OPPO	OPPO ARABIA		Bronze

**BEST WEB PLATFORM**

Entrant company	Entry title	Brand	Client	Partner Agencies	
Create Media	Living Museum	Royal Commission for AIUla	Royal Commission for AIUla	Create Media and Bond Creatives Services	Gold
Spiral Click Web Technologies	Retail Abu Dhabi Website	Retail Abu Dhabi	Abu Dhabi Department of Culture & Tourism		Silver
AKQA	Aramco.com – Enhanced usability and storytelling experience	Aramco	Aramco		Bronze

**DIGITAL ACTIVATION**

Entrant company	Entry title	Brand	Client	Support Agencies	
SRMG Labs	Source of Pride	SRMG	SRMG		Gold
Netizency	One Heck of a Housewarming Party	TikTok for Business	TikTok		Silver
OMD	Pepsi Music Campaign	Pepsi	PepsiCo		Bronze

**BEST USE OF TECHNOLOGY**

Entrant company	Entry title	Brand	Client	Support Agencies	
Magna	Lifebuoy Purpose	Lifebuoy	Unilever		Gold
Magna	Lipton Stay At Home	Lipton	Unilever		Silver
Heriot-Watt University, Dubai	Heriot-Watt University Burj Khalifa Campaign	Heriot-Watt University, Dubai	Heriot-Watt University, Dubai		Bronze



**DIGITAL CAUSE MARKETING**

Entrant company	Entry title	Brand	Client	Partner Agencies	
Dubai Holding	A Meal for a Brighter Tomorrow Campaign	ShareTheMeal	Dubai Holding	Create Media and Bond Creatives Services	Gold
Magna Global	Lifebuoy Purpose	Lifebuoy	Unilever		Silver
Netizency	Lebanon P2P donations	Raje3 Yet3amma	Netizency		Bronze

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

Entrant company	Entry title	Brand	Client	Support Agencies	
OMD	Nissan Xterra - Bond Wherever You Go	Nissan	Nissan	TBWA	Gold
Merkle MENA	Make Protection Delicious With Oronamin C	Oronamin	Otsuka Pharmaceuticals		Silver
Cicero & Bernay Communication Consultancy	OPPO Reno 6 Series Launch	OPPO	OPPO ARABIA		Bronze

**BEST USE OF DIGITAL BY SECTOR – OIL & GAS**

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

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

Entrant company	Entry title	Brand	Client	Support Agencies	
OMD	Nissan Xterra - Bond Wherever You Go	Nissan	Nissan	TBWA	Gold
OMD	Nissan Patrol - Conquer Everywhere	Nissan	Nissan	TBWA	Silver
Fusion5	Aston Martin	DBX	Aston Martin		Bronze

**BEST USE OF DIGITAL BY SECTOR – FINANCIAL & BANKING**

Entrant company	Entry title	Brand	Client	Support Agencies	
PHD Media	A Happy Pivot (copy)	Mashreq	Mashreq		Gold
Netizency	We gave away an island!	Liv. Bank	Liv. Bank		Silver

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

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

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

Entrant company	Entry title	Brand	Client	Support Agencies	
Fusion 5 Advertising	DEWA Smart Living	Dubai Electricity and Water Authority	Dubai Electricity and Water Authority		Gold
OMD	OSN - Friends Reunion	OSN	OSN		Silver
SRMG Labs	Sourceof Pride	SRMG	SRMG		Bronze

**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	Momentum	Gold

**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		Gold

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

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

**BEST USE OF DIGITAL BY SECTOR – BEAUTY AND PERSONAL CARE**

Entrant company	Entry title	Brand	Client	Support Agencies	
OMD	Share The Care Challenge	NIVEA	Beiersdorf		Gold
Dabur International	Dabur Amla Friends of Cancer Patients	Dabur Amla	Dabur International		Silver
Dabur International	Vatika Voices	Vatika	Dabur International	Curly Tales	Bronze

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

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

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

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

**BEST DIGITAL POINT OF SALES**

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

### AGENCY OF THE YEAR

Entrant company

Netizency

### NETWORK OF THE YEAR

Entrant company

OMD

### GRAND PRIX

Entrant company	Entry title	Brand	Client	Partner Agencies
Dubai Holding	A Meal for a Brighter Tomorrow Campaign	ShareTheMeal	Dubai Holding	Create Media and Bond Creatives Services

**THANK YOU!**