



MENA
DIGITAL
AWARDS

2022-2023 SHORTLISTED ENTRIES

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

Entrant company	Entry title	Brand	Client
Glimpse Digital	Al Ain Water - Viral Engagement on Twitter	Al Ain Water	Agthia Group PJSC
Nakheel	Through the Lens	Nakheel	Nakheel
Action Global Communications	beIN SPORTS Raises the Social Media Bar at FIFA World Cup Qatar 2022	Action Global Communications	beIN SPORTS
Viola Communications	Sheikh Zayed Festival - Social Media	Sheikh Zayed Festival	Ministry of Presidential Affairs
Chalhoub Group	Chalhoub Group	The Deal	The Deal

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

Entrant company	Entry title	Brand	Client
Glimpse Digital	Chaumet Tiara Dream - A Unique and Sensory Experience	Chaumet	Chaumet Arabia
The Hub Advertising	LAZAH READY - COOKING REDEFINED	Lazah Ready	Raya Foods

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

Entrant company	Entry title	Brand	Client
Glimpse Digital	Hisense x FIFA World Cup 2022™ - The Perfect Match	Hisense	Hisense Middle East
Nakheel	Nakheel Rebranding	Nakheel	Nakheel
Traffic Digital	Change for the better with Lipton Zero	Lipton Ice Tea	Pepsi Lipton International
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo
Leo Burnett KSA	Aramco Social Strategy	Aramco	Aramco

BEST SEARCH MARKETING CAMPAIGN			
Entrant company	Entry title	Brand	Client
Nakheel	The View at The Palm	Nakheel	Nakheel
Chain Reaction	Chain Reaction & Yelo - Dominating Bookings	Yelo	Yelo
Acquisit	Maximizing Black Friday Revenue: YSL Beauty 2022 Strategy	YSL Beauty	YSL Beauty
Chalhoub Group	Revolutionizing SEM Strategy: The Successful Transition and Transformation of Tanagra's Digital Approach at Chalhoub Group	Tanagra	Tanagra

BEST APPLICATION (MOBILE/TABLET)			
Entrant company	Entry title	Brand	Client
Fusion 5	Union COOP E-Comm Campaign	Union COOP	Union COOP
Qatar Tourism	Go-to travel app for Qatar visitors	Qatar Tourism	Qatar Tourism

BEST INTEGRATED DIGITAL CAMPAIGN			
Entrant company	Entry title	Brand	Client
Nakheel	Nakheel Rebranding	Nakheel	Nakheel
Nakheel	The View at The Palm	Nakheel	Nakheel
Create.	NATIONAL DAY 51	UAE National Day	UAE National Day
Essence Mediacom	CAN A TV AD TAKE YOU TO THE WORLD CUP? YES, THE RED ONE CAN.	Coca-Cola	TCCC
Glimpse Digital	Tiara Dream Integrated Experiential Campaign	Chaumet	Chaumet Arabia
Viola Communications	Sheikh Zayed Festival - Integrated	Sheikh Zayed Festival	Ministry of Presidential Affairs
OMD UAE	Expo Ticketing	Expo 2020	Expo 2020
Chain Reaction	Chain Reaction & DIFC – The Best Collaboration	Dubai International Financial Centre	Dubai International Financial Centre
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo

BEST PERFORMANCE CAMPAIGN				
Entrant company	Entry title	Brand	Client	Support Agency
Nakheel	The View at The Palm	Nakheel	Nakheel	
Create.	Volkswagen Middle East Brand Attributes Campaign	Volkswagen Middle East	Create.	
Glimpse Digital	Hisense x FIFA World Cup 2022™ - The Perfect Match	Hisense	Hisense Middle East	
Havas Middle East	Unlimited Connectivity Power Plans	du	du	TBWA
Chain Reaction	Chain Reaction & Aldar Properties - Where Dreams Come Home	Aldar Properties	Aldar Properties	

BEST DIGITAL POINT OF SALES			
Entrant company	Entry title	Brand	Client
OMD UAE	Expo Ticketing	Expo 2020	Expo 2020

BEST INTEGRATED MEDIA CAMPAIGN				
Entrant company	Entry title	Brand	Client	Supporting Agency
Fusion 5	Rivoli Vision Ophthalmic Campaign	Rivoli Vision	Rivoli Vision	
Fusion5 Advertising	Mai Dubai My Choice	Mai Dubai	Mai Dubai	
OMD UAE	OSN x Lays Partnership	OSN	OSN	
Havas Middle East	Unlimited Connectivity Power Plans	du Postpaid	du	TBWA

BEST MOBILE APP			
Entrant company	Entry title	Brand	Client
AKQA	Qatar 2022 Experience. The Hayya to Qatar 2022 official app	Qatar 2022 TM	The Supreme Committee for Delivery and Legacy

BEST USE OF CROSS-PLATFORM DIGITAL CONTENT			
Entrant company	Entry title	Brand	Client
Nakheel	Nakheel Rebranding	Nakheel	Nakheel
Action Global Communications	FIFA World Cup Qatar 2022: beIN Delivers Comprehensive Cross-Platform Digital Content Campaign	Action Global Communications	beIN SPORTS
Glimpse Digital	Hisense x FIFA World Cup 2022™ - The Perfect Match	Hisense	Hisense Middle East
Chain Reaction	Chain Reaction & Asharq Business - Business Speaks Arabic	Asharq Business	Asharq
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo
OMD UAE	Virtual Expo	Expo 2020	Expo 2020

BEST USE OF DATA				
Entrant company	Entry title	Brand	Client	Support Agency
Havas Middle East	Gold Numbers Proposition	du Postpaid	du	TBWA
Havas Middle East	Get Things Done Your Way	du	du	
Acquisit	AlMatar x Acquisit: Maximizing Lifetime Value through Data-Driven Strategy	AlMatar	AlMatar	
OMD UAE	INFINITI - DCO	INFINITI	INFINITI	
OMD UAE	Virtual Expo	Expo 2020	Expo 2020	

BEST USE OF MOBILE				
Entrant company	Entry title	Brand	Client	Support Agency
Fusion 5	ADNOC Shop & Win	ADNOC Distribution	ADNOC	
Glimpse Digital	Smartphones: A Portal to the World of Chaumet	Chaumet	Chaumet Arabia	
Havas Middle East	Summer Roaming Mobile	du Enterprise	du	InMobi

BEST USE OF MOBILE COMMERCE

Entrant company	Entry title	Brand	Client
Chain Reaction	Chain Reaction & Letswork - Your Ultimate Workspace App	Letswork	Letswork

BEST USE OF TECHNOLOGY

Entrant company	Entry title	Brand	Client	Support Agency
Glimpse Digital	Tiara Dream Exhibition Meets Immersive Installations	Chaumet	Chaumet Arabia	
Havas Middle East	Unlimited Connectivity Power Plans	du Postpaid	du	TBWA
Retal Urban Development Company	Retal Digital Transformation	Retal Urban Development Company	Retal Urban Development Company	
Zurich Workplace Solutions	Zurich Workplace Solutions - Powering the future of work	Zurich Workplace Solutions	Zurich Workplace Solutions	
OMD UAE	INFINITI - DCO	INFINITI	INFINITI	

BEST USE OF VIDEO

Entrant company	Entry title	Brand	Client
Fusion 5 Advertising	Aston Martin MENA - INTENSITY.LIVED.	Aston Martin	Aston Martin MENA

BEST VIRAL CAMPAIGN

Entrant company	Entry title	Brand	Client
Glimpse Digital	Al Ain Water - Organic Viral Engagement on Twitter	Al Ain Water	Agthia Group PJSC
Chain Reaction	Chain Reaction & Toshiba – 145 Ramadans Campaign	Toshiba	Toshiba

BEST WEB PLATFORM

Entrant company	Entry title	Brand	Client
Qatar Tourism	A journey of the senses through Qatar	Qatar Tourism	Qatar Tourism

DIGITAL CAUSE MARKETING

Entrant company	Entry title	Brand	Client
Nakheel	Through the Lens	Nakheel	Nakheel
Team Reactivate	Food For Life: Connecting People and Planet for a Sustainable Future	Food For Life	Emirates Nature-WWF
Glimpse Digital	#StepUpWithAseel	Aseel/United Foods	Aseel/United Foods

DIGITAL ACTIVATION			
Entrant company	Entry title	Brand	Client
Glimpse Digital	Hisense x FIFA World Cup 2022™ - The Perfect Match	Hisense	Hisense Middle East
Glimpse Digital	Chaumet - Tiara Dream Immersive Experience in Riyadh	Chaumet	Chaumet Arabia
Nakheel	Nakheel Rebranding	Nakheel	Nakheel
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo
OMD UAE	Virtual Expo	Expo 2020	Expo 2020
Chain Reaction	Chain Reaction & EDC – Transforming a Transformer	Electronic Documents Centre	Electronic Documents Centre
OMD UAE	OSN - Omnichannel Storytelling	OSN	OSN

BEST USE OF DIGITAL BY SECTOR – TECHNOLOGY/TELECOMMUNICATIONS

Entrant company	Entry title	Brand	Client	Support Agency
Havas Middle East	Summer Roaming	du Enterprise	du	Bliss Media
Havas Middle East	Gold Numbers Proposition	du Postpaid	du	TBWA
Chain Reaction	Chain Reaction & MobiMatter - Connecting Worlds	MobiMatter	MobiMatter	

BEST USE OF DIGITAL BY SECTOR – OIL & GAS

Entrant company	Entry title	Brand	Client
Leo Burnett KSA	Aramco - The Social Journey	Aramco	Aramco

BEST USE OF DIGITAL BY SECTOR – FMCG			
Entrant company	Entry title	Brand	Client
Glimpse Digital	Al Ain Water - It All Begins Here	Al Ain Water	Agthia Group PJSC
Traffic Digital	Change for the better with Lipton Zero	Lipton Ice Tea	Pepsi Lipton International

BEST USE OF DIGITAL BY SECTOR – MEDIA			
Entrant company	Entry title	Brand	Client
OMD UAE	OSN - Omnichannel Storytelling	OSN	OSN
Chain Reaction	Chain Reaction & Asharq Business - Business Speaks Arabic	Asharq Business	Asharq

BEST USE OF DIGITAL BY SECTOR – TRAVEL,SPORTS AND ENTERTAINMENT			
Entrant company	Entry title	Brand	Client
Glimpse Digital	IBA's Digital Total Transformation in TWO DAYS	International Boxing Association - Global Boxing Forum	International Boxing Association
AKQA	Qatar 2022 Experience. The digital ecosystem: the Host Country website and the Hayya to Qatar 2022 official app	Qatar 2022™	The Supreme Committee for Delivery and Legacy
Qatar Tourism	A journey of the senses through Qatar	Qatar Tourism	Qatar Tourism
OMD UAE	Expo Ticketing	Expo 2020	Expo 2020
OMD UAE	Virtual Expo	Expo 2020	Expo 2020
Chain Reaction	Chain Reaction & Ayla: Let's Succeed	Ayla	Ayla
digitalfarm Marketing Consultancy LLC	The Ultimate Entertainment Destination: Establishing the Digital Presence for Etihad Arena	Etihad Arena	Etihad Arena

BEST USE OF DIGITAL BY SECTOR – RETAIL

Entrant company	Entry title	Brand	Client
Glimpse Digital	Hisense x FIFA World Cup 2022™ - The Perfect Match	Hisense	Hisense Middle East

BEST USE OF DIGITAL BY SECTOR – FINANCIAL AND BANKING

Entrant company	Entry title	Brand	Client
Zurich Workplace Solutions	Zurich Workplace Solutions - Powering the future of work	Zurich Workplace Solutions	Zurich Workplace Solutions