



MENA
DIGITAL
AWARDS

MDA WINNERS
2022-2023

CATEGORY 1: PERFORMANCE
BEST SEARCH MARKETING CAMPAIGN

Entrant company	Entry title	Brand	Client	
Chalhoub Group	Revolutionizing SEM Strategy: The Successful Transition and Transformation of Tanagra's Digital Approach at Chalhoub Group	Tanagra	Tanagra	Gold
Nakheel	The View at The Palm	Nakheel	Nakheel	Silver
Chain Reaction	Chain Reaction & Yelo - Dominating Bookings	Yelo	Yelo	Bronze

CATEGORY 1: PERFORMANCE

BEST USE OF DATA

Entrant company	Entry title	Brand	Client	Support Agency	
Havas Middle East	Gold Numbers Proposition	du Postpaid	du	TBWA	Gold
Havas Middle East	Get Things Done Your Way	du	du		Silver
OMD UAE	Virtual Expo	Expo 2020	Expo 2020		Bronze

CATEGORY 1: PERFORMANCE

BEST PERFORMANCE CAMPAIGN

Entrant company	Entry title	Brand	Client	Support Agency	
Havas Middle East	Unlimited Connectivity Power Plans	du	du	TBWA	Gold
Nakheel	The View at The Palm	Nakheel	Nakheel		Silver
Chain Reaction	Chain Reaction & Aldar Properties - Where Dreams Come Home	Aldar Properties	Aldar Properties		Bronze

CATEGORY 1: PERFORMANCE

BEST USE OF CROSS-PLATFORM DIGITAL CONTENT

Entrant company	Entry title	Brand	Client	
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo	Gold
Action Global Communications	FIFA World Cup Qatar 2022: beIN Delivers Comprehensive Cross-Platform Digital Content Campaign	Action Global Communications	beIN SPORTS	Silver
Nakheel	Nakheel Rebranding	Nakheel	Nakheel	Bronze

CATEGORY 1: PERFORMANCE

BEST VIRAL CAMPAIGN

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

CATEGORY 2: MOBILE

BEST APPLICATION (MOBILE/TABLET)

Entrant company	Entry title	Brand	Client	
Qatar Tourism	Go-to travel app for Qatar visitors	Qatar Tourism	Qatar Tourism	Gold
Fusion 5	Union COOP E-Comm Campaign	Union COOP	Union COOP	Silver

CATEGORY 2: MOBILE

BEST USE OF MOBILE

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

CATEGORY 2: MOBILE

BEST USE OF VIDEO

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

CATEGORY 2: MOBILE

BEST USE OF MOBILE COMMERCE

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

CATEGORY 3: SOCIAL MEDIA
BEST USE OF SOCIAL MEDIA - SMALL BUDGET -< USD 20,000

Entrant company	Entry title	Brand	Client	
Nakheel	Through the Lens	Nakheel	Nakheel	Gold
Action Global Communications	beIN SPORTS Raises the Social Media Bar at FIFA World Cup Qatar 2022	Action Global Communications	beIN SPORTS	Silver
Chalhoub Group	Chalhoub Group	The Deal	The Deal	Bronze

CATEGORY 3: SOCIAL MEDIA
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	Gold
The Hub Advertising	LAZAH READY - COOKING REDEFINED	Lazah Ready	Raya Foods	Silver

CATEGORY 3: SOCIAL MEDIA
BEST USE OF SOCIAL MEDIA - BIG BUDGET - > USD 100,001

Entrant company	Entry title	Brand	Client	
Traffic Digital	Change for the better with Lipton Zero	Lipton Ice Tea	Pepsi Lipton International	Gold
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo	Silver
Nakheel	Nakheel Rebranding	Nakheel	Nakheel	Bronze

CATEGORY 4: INTEGRATED
BEST INTEGRATED DIGITAL CAMPAIGN – REAL ESTATE

Entrant company	Entry title	Brand	Client	
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo	Gold
Create.	NATIONAL DAY 51	UAE National Day	UAE National Day	Silver
Nakheel	The View at The Palm	Nakheel	Nakheel	Bronze

CATEGORY 4: INTEGRATED
BEST INTEGRATED DIGITAL CAMPAIGN – GOVERNMENT

Entrant company	Entry title	Brand	Client	
Create.	NATIONAL DAY 51	UAE National Day	UAE National Day	Gold
Viola Communications	Sheikh Zayed Festival - Integrated	Sheikh Zayed Festival	Ministry of Presidential Affairs	Silver
OMD UAE	Expo Ticketing	Expo 2020	Expo 2020	Bronze

CATEGORY 4: INTEGRATED

BEST INTEGRATED DIGITAL CAMPAIGN – FMCG

Entrant company	Entry title	Brand	Client	
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo	Gold
Essence Mediacom	CAN A TV AD TAKE YOU TO THE WORLD CUP? YES, THE RED ONE CAN.	Coca-Cola	TCCC	Silver

CATEGORY 4: INTEGRATED

BEST INTEGRATED DIGITAL CAMPAIGN – LUXURY

Entrant company	Entry title	Brand	Client	
Glimpse Digital	Tiara Dream Integrated Experiential Campaign	Chaumet	Chaumet Arabia	Gold

CATEGORY 4: INTEGRATED**BEST INTEGRATED MEDIA CAMPAIGN**

Entrant company	Entry title	Brand	Client	Supporting Agency	
Havas Middle East	Unlimited Connectivity Power Plans	du Postpaid	du	TBWA	Gold
OMD UAE	OSN x Lays Partnership	OSN	OSN		Silver

CATEGORY 5: SPECIAL

DIGITAL CAUSE MARKETING

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

CATEGORY 5: SPECIAL

DIGITAL ACTIVATION

Entrant company	Entry title	Brand	Client	
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo	Gold
OMD UAE	Virtual Expo	Expo 2020	Expo 2020	Silver
Nakheel	Nakheel Rebranding	Nakheel	Nakheel	Bronze

CATEGORY 6: DIGITAL ASSETS

BEST WEB PLATFORM

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

CATEGORY 6: DIGITAL ASSETS

BEST DIGITAL POINT OF SALES

Entrant company	Entry title	Brand	Client	
OMD UAE	Expo Ticketing	Expo 2020	Expo 2020	Gold

CATEGORY 6: DIGITAL ASSETS

BEST USE OF TECHNOLOGY

Entrant company	Entry title	Brand	Client	Support Agency	
Havas Middle East	Unlimited Connectivity Power Plans	du Postpaid	du	TBWA	Gold
OMD UAE	INFINITI - DCO	INFINITI	INFINITI		Silver
Zurich Workplace Solutions	Zurich Workplace Solutions - Powering the future of work	Zurich Workplace Solutions	Zurich Workplace Solutions		Bronze

CATEGORY 6: DIGITAL ASSETS

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	Gold

CATEGORY 7: BEST USE OF DIGITAL BY SECTOR

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	Gold
Havas Middle East	Gold Numbers Proposition	du Postpaid	du	TBWA	Silver
Chain Reaction	Chain Reaction & MobiMatter - Connecting Worlds	MobiMatter	MobiMatter		Bronze

CATEGORY 7: BEST USE OF DIGITAL BY SECTOR

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	Gold

CATEGORY 7: BEST USE OF DIGITAL BY SECTOR

BEST USE OF DIGITAL BY SECTOR – FMCG

Entrant company	Entry title	Brand	Client	
Traffic Digital	Change for the better with Lipton Zero	Lipton Ice Tea	Pepsi Lipton International	Gold
Glimpse Digital	Al Ain Water - It All Begins Here	Al Ain Water	Agthia Group PJSC	Silver

CATEGORY 7: BEST USE OF DIGITAL BY SECTOR

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	Gold

CATEGORY 7: BEST USE OF DIGITAL BY SECTOR

BEST USE OF DIGITAL BY SECTOR – TRAVEL,SPORTS AND ENTERTAINMENT

Entrant company	Entry title	Brand	Client	
Qatar Tourism	A journey of the senses through Qatar	Qatar Tourism	Qatar Tourism	Gold
OMD UAE	Virtual Expo	Expo 2020	Expo 2020	Silver
Chain Reaction	Chain Reaction & Ayla: Let's Succeed	Ayla	Ayla	Bronze

CATEGORY 7: BEST USE OF DIGITAL BY SECTOR

BEST USE OF DIGITAL BY SECTOR – MEDIA

Entrant company	Entry title	Brand	Client	
Chain Reaction	Chain Reaction & Asharq Business - Business Speaks Arabic	Asharq Business	Asharq	Gold
OMD UAE	OSN - Omnichannel Storytelling	OSN	OSN	Silver

CATEGORY 7: BEST USE OF DIGITAL BY SECTOR

BEST USE OF DIGITAL BY SECTOR – OIL & GAS

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

GRAND WINNERS

AGENCY OF THE YEAR

Entrant company

GLIMPSE DIGITAL

NETWORK OF THE YEAR

Entrant company

OMD UAE

GRAND PRIX

Entrant company	Entry title	Brand	Client
OMD UAE	Tasali Connecting Generations	Tasali	PepsiCo

MENA CREATOR AWARDS**BEST USE OF FACEBOOK**

Media Platform	Category Name	Creator Name
Best Use of Facebook	Humor and Cultural Representation	Mariam George

MENA CREATOR AWARDS
BEST USE OF INSTAGRAM

Media Platform	Category Name	Creator Name
Best Use of Instagram	Education	Erik Akoa
	Humor and Cultural Representation	Mariam George
	Travel	Rama Mourad
	Food	Mohamad Chabchoul
	Beauty	Arooj Gulzar
	Lifestyle	Farah Hassan
	Fashion Style & Parenting	Suzan Alzadi
	Family	Inci Coktas Frandanisa

MENA CREATOR AWARDS		
BEST USE OF TIKTOK		
Media Platform	Category Name	Creator Name
Best Use of TikTok	Comedian	Samantha Kanonji
	Parenting	Nadine Smaili
	Beauty	Nadine Hossam
	Humor Feel-good	Naz Afia
	Fashion - Beauty - Parenting	Remie Salloum

MENA CREATOR AWARDS
BEST USE OF SNAPCHAT

Media Platform	Category Name	Creator Name
Best Use of Snapchat	Beauty / Fashion	Nadine Hossam
	Humour / Cultural Representation	Mariam George

MENA CREATOR AWARDS
BEST USE OF ALL CROSS-PLATFORM DIGITAL

Media Platform	Category Name	Creator Name
Best Use Of All Cross- Platform Digital	Content Creator	Doaa Kotb
	Beauty & Fashion	Nadine Hossam