



MENA  
**DIGITAL**  
AWARDS

**2024 WINNERS**

## Best Search Marketing Campaign

Entrant company	Entry title	Brand	Client	Support Agencies	
Fusion Five Advertising	Adventure HQ – Go Outdoors	Adventure HQ	Sharaf Retail		Gold
Chain Reaction	Amplified Beats: MDLBEAST's Journey to Dominance	MDLBEAST	MDLBEAST		Silver
WGG MARKETING MANAGEMENT L.L.C.	Dreaming of 144 bookings for barbershop for 153 aed each? Here is how we did it!	Borodach	Borodach barbershop		Bronze

## Best Use of Data

Entrant company	Entry title	Brand	Client	Support Agencies	
Carat MENA	Mastercard – Gamer EQ	Mastercard	Mastercard		Gold
Team Red Dot	AvaTrade, F1® & Artificial Intelligence: The Winning Formula	AvaTrade	AvaTrade		Silver
Chain Reaction	Chain Reaction & DIFC – Best Use of Data	Dubai International Financial Center	Dubai International Financial Center		Bronze

## Best Performance Campaign

Entrant company	Entry title	Brand	Client	Support Agencies	
Team Red Dot	AvaTrade, F1® & Artificial Intelligence: The Winning Formula	AvaTrade	AvaTrade		Gold
Chain Reaction	Chain Reaction & Leos Development – The First Stone !	Leos Development	Leos Development		Silver
WGG MARKETING MANAGEMENT L.L.C.	How did we get 66 355 requests and 7542 clients for “the doctor’s diet” company	THE DOCTORS DIET	FZE App Diet Doctors T		Bronze

## Best use of Cross-platform Digital Content

Entrant company	Entry title	Brand	Client	Support Agencies	
OMD UAE	House of the Dragon Season 2 on OSN	OSN	OSN		Gold
Assembly	Moonlit Engagement: Centrepoin't's AR Magic For Ramadan	Centrepoin't	Landmark Group		Silver
Action Global Communications	AFC Asian Cup	beIN SPORTS	beIN MEDIA GROUP		Bronze

## Best use of Cross-platform Digital Content

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Action Global Communications	AFC Asian Cup	beIN SPORTS	beIN MEDIA GROUP		Bronze

## Best Application (Mobile/Tablet)

Entrant company	Entry title	Brand	Client	Support Agencies	
Qatar Tourism	Visit Qatar Pass: Your gateway to exclusive savings	Visit Qatar	Qatar Tourism		Gold

## Best Use of Mobile

Entrant company	Entry title	Brand	Client	Support Agencies	
Carat MENA	Hungerstation Snapventure	Hungerstation	Hungerstation		Gold

## Best Use of Mobile Commerce

Entrant company	Entry title	Brand	Client	Support Agencies	
Fusion Five Advertising	Costa App Relaunch Campaign	Costa Coffee	Costa Coffee		Gold
Mindshare KSA	Nova Bottled Water DTC Campaign	Nova Water	Health Water Bottle Co.	VML	Silver

## Best Use of Social Media - Small Budget -< USD 20,000

Entrant company	Entry title	Brand	Client	Support Agencies	
OMD UAE	Brand Campaign: The Most Relaxed Cat in the World	Ras Al Khaimah	Ras Al Khaimah Tourism Development Authority (RAKTDA)		Gold
Fusion Five Advertising	Costa App Relaunch Campaign	Costa Coffee	Costa Coffee		Silver
WGG MARKETING MANAGEMENT L.L.C.	Want to be the best? Show how you do it yourself. How we promote WGG Advertising Agency in the Middle East Market	W G G MARKETING MANAGEMENT L.L.C;	W G G MARKETING MANAGEMENT L.L.C;		Bronze

**Best Use of Social Media - Medium Budget USD 20,001 - USD 100,000**

Entrant company	Entry title	Brand	Client	Support Agencies	
Create.	Volkswagen – Reflections en Route	Volkswagen Middle East	Volkswagen Middle East		Gold
AGA ADK Advertising and Marketing	Like A Bosch	Bosch	Bosch Home Appliances		Silver
Amber Communications FZ LLC	School of Snacking	Britannia	Strategic Foods International Company LLC		Bronze

## Best Use of Social Media - Big Budget > USD 100,001

Entrant company	Entry title	Brand	Client	Support Agencies	
Carat MENA	Hungerstation Snapventure	Hungerstation	Hungerstation		Gold
Netizency	Sunny x Freej	Sunny Oil	Sunny Oil		Silver
Netizency	The McSpicy Campaign	McDonald's UAE	McDonald's UAE		Bronze

## Best Use of Video

Entrant company	Entry title	Brand	Client	Support Agencies	
Netizency	Emirati Women's Day Campaign	Visa	Visa Middle East		Gold
OMD UAE	The Sound of Saudi	Pepsi Zero Sugar	PepsiCo		Silver
Cicero & Bernay	Reno12 Series Campaign	OPPO	OPPO		Bronze

## Best Viral Campaign

Entrant company	Entry title	Brand	Client	Support Agencies	
Carat MENA	Hungerstation Fananees	Hungerstation	Hungerstation		Gold
Glimpse Digital	Hisense x Euro Cup 2024 - Beyond Glory	Hisense	Hisense Middle East		Silver
Assembly	Mashreq AED 1 Specials Campaign	Mashreq	Mashreq		Bronze

## Best Integrated Digital Campaign

Entrant company	Entry title	Brand	Client	Support Agencies	
Mashreq	Climb2Change	Mashreq	Mashreq		Gold
OMD UAE	The Lay's Heist	Lay's	PepsiCo		Silver
iMetric Digital	International Horticultural Expo 2023 Doha Qatar	International Horticultural Expo 2023 Doha Qatar	Expo 2023 Doha Digital Campaign		Bronze

## Best Integrated Media Campaign

Entrant company	Entry title	Brand	Client	Support Agencies	
Magna Global	NEW WAY – SUBWAY SERIES	Subway	Kamal Osman Jamjoom Group		Gold
Around The Clock Communications	Masdar: Showcasing Global Leadership in Renewable Energy	MASDAR	MASDAR		Silver
AGA ADK Advertising and Marketing	Like A Bosch	Bosch	Bosch Home Appliances		Bronze

## Best Creative Campaign

Entrant company	Entry title	Brand	Client	Support Agencies	
Magna Global	Live it Creative	Design Quarter at d3	Meraas		Gold
AGA ADK Advertising and Marketing	The League of Extraordinary Kids	Lacnor	National Food Products Company		Silver
X! Qatar	X! Qatar	X! Qatar	Baladna		Bronze

## Digital Cause Marketing

Entrant company	Entry title	Brand	Client	Support Agencies	
Mashreq	Climb2Change	Mashreq	Mashreq		Gold
Magna Global	Home to Seeing Differently	Meraas	Meraas		Silver
Assembly	Digital Cause Marketing: Home Centre's Heartfelt Journey to Centerpoint in the UAE	Home Centre	Home Centre		Bronze
Digi motive Technologies FZLLC	AI - Powered Sustainable Digital Campaign - du in association with Digimotive	du telecom	du telecom		Bronze

## Digital Activation

Entrant company	Entry title	Brand	Client	Support Agencies	
Carat MENA	Mastercard – The Priceless Clan	Mastercard	Mastercard		Gold
AGA ADK Advertising and Marketing	Like A Bosch	Bosch	Bosch Home Appliances		Silver
Ad Scholars Marketing Management	du Business Starter 5G in association with Ad Scholars Marketing Management	du Telecom	du Telecom		Bronze

## Digital PR

Entrant company	Entry title	Brand	Client	Support Agencies	
OMD UAE	The Lay's Heist	Lay's	PepsiCo		Gold
Muse Media LLC	Pickl Launch Campaign	Pickl	Snoonu Trading and Services WLL		Silver

## Best Web Platform

Entrant company	Entry title	Brand	Client	Support Agencies	
Create.	Saadiyat Cultural District Website	Saadiyat Cultural District Abu Dhabi	Department of Culture and Tourism - Abu Dhabi		Gold
Qatar Tourism	The Qatar Tourism Awards	Qatar Tourism	Qatar Tourism		Silver

## Best Digital Point of Sales

Entrant company	Entry title	Brand	Client	Support Agencies	
Magna Global	From Classic Cinema to Online Blockbuster	Roxy Cinemas	Dubai Holding Entertainment		Gold

## Best Use of Technology

Entrant company	Entry title	Brand	Client	Support Agencies	
Team Red Dot	AvaTrade, F1® & Artificial Intelligence: The Winning Formula	AvaTrade	AvaTrade		Gold
Carat MENA	Mastercard – Gamer EQ	Mastercard	Mastercard		Silver
Silverpush Global PTE. LTD.	LT Foods – Daawat Leverages Mirrors AI-Powered Hyper-Contextual Targeting for Precise Targeting	Daawat	LT Foods Limited		

## Best Game App

Entrant company	Entry title	Brand	Client	Support Agencies	
Carat MENA	Hungerstation Snapventure	Hungerstation	Hungerstation		Gold

## BEST USE OF DIGITAL BY SECTOR - Automotive

Entrant company	Entry title	Brand	Client	Support Agencies	
Fusion Five Advertising	Lotus H1 – Eletre and Emira Campaign	Lotus Cars	Lotus Cars		Gold
A2Z Media	Nissan Qatar – Digital Activation Success	A2Z Media	Nissan Qatar		Silver

## BEST USE OF DIGITAL BY SECTOR - Financial and Banking

Entrant company	Entry title	Brand	Client	Support Agencies	
Carat MENA	Mastercard – Gamer EQ	Mastercard	Mastercard		Gold
Assembly	NEO NXT Mashreq	Mashreq	Mashreq		Silver
Carat MENA	Mastercard – Gamer EQ	Mastercard	Mastercard		Bronze

## BEST USE OF DIGITAL BY SECTOR - FMCG

Entrant company	Entry title	Brand	Client	Support Agencies	
Netizency	Sunny x Freej	Sunny Oil	Sunny Oil		Gold
OMD UAE	The Lay's Heist	Lays	PepsiCo		Silver
Carat MENA	Soundtrack Your Iftar	Nutella	Fererro		Bronze

## BEST USE OF DIGITAL BY SECTOR - Retail

Entrant company	Entry title	Brand	Client	Support Agencies	
Fusion Five Advertising	Costa App Relaunch Campaign	Costa Coffee	Costa Coffee		Gold
Chain Reaction	Chain Reaction & Samsung Pakistan - Dominating Local Search through Strategic SEO	Samsung Pakistan	Samsung		Silver
Fusion Five Advertising	Adventure HQ - Go Outdoors	Adventure HQ	Sharaf Retail		Bronze

## BEST USE OF DIGITAL BY SECTOR - Beauty and Personal Care

Entrant company	Entry title	Brand	Client	Support Agencies	
Dabur International	Fruitamins – "What's Your Flavour?"	Vatika	Dabur International		Gold
Team Reactivate MENA	Sunsilk Style Squad	Sunsilk	Unilever		Silver
WGG MARKETING MANAGEMENT L.L.C.	HOW WE INCREASED AVERAGE MONTHLY OCCUPANCY FOR A CURLY HAIR SALON BY 2 TIMES IN 3 MONTHS	Twist	Twist curly hair salon Dubai		Bronze

## BEST USE OF DIGITAL BY SECTOR - Travel, Sport, and Entertainment

Entrant company	Entry title	Brand	Client	Support Agencies	
Magna Global	10 Million Smiles	Global Village	Global Village		Gold
Amber Communications FZ LLC	Comic Con - Crack the Code	Middle East Film and Comic Con	Suzette Henriques		Silver
Fusion Five Advertising	Saudi Games 2023 Digital Campaign	Saudi Games	Saudi Arabian Olympic Committee		Bronze

## BEST USE OF DIGITAL BY SECTOR - Technology/ Telecommunications

Entrant company	Entry title	Brand	Client	Support Agencies	
Blis MENA	Data Driven Personalization that drive 130% uplift in Brand Relevance for du	du	du		Gold
Chain Reaction	Connecting Lives: A Visionary Journey with SAT	SAT	SAT		Silver
UM	Cutting through the clutter of SMEs	solutions by stc	solutions by stc		Bronze

## BEST USE OF DIGITAL BY SECTOR - Healthcare

Entrant company	Entry title	Brand	Client	Support Agencies	
Chain Reaction	Chain Reaction & Aeon Clinic - Regenerative in SEO	Aeon Clinic	Aeon Clinic		Gold

## BEST USE OF DIGITAL BY SECTOR - Media

Entrant company	Entry title	Brand	Client	Support Agencies	
Around The Clock Communications	MBC Dream: Transforming Aspirations into Reality	MBC	MBC		Gold
Chain Reaction	Chain Reaction and Asharq News: A Digital Odyssey in SEO Mastery and Audience Engagement	Asharq	Asharq News		Silver

### BEST USE OF DIGITAL BY SECTOR - Oil and Gas

Entrant company	Entry title	Brand	Client	Support Agencies	
Fusion Five Advertising	ADNOC Distribution 50th Anniversary Promotions	ADNOC Distribution	ADNOC Distribution		Gold

### BEST USE OF DIGITAL BY SECTOR - Education

Entrant company	Entry title	Brand	Client	Support Agencies	
Around The Clock Communications	Bloom Education: Transforming Awareness into Enrollments in the UAE	Bloom Education	Bloom Education		Gold
iMetric Digital	Recruiting the best talents for MBSC Masters Program	Prince Mohamad Bin Salman College (MBSC)	Prince Mohamad Bin Salman College (MBSC)		Silver

### BEST USE OF DIGITAL BY SECTOR - Charity, NGO or NFP

Entrant company	Entry title	Brand	Client	Support Agencies	
Chain Reaction	Inspiring Generosity Through Digital Channels	UNRWA	UNRWA		Gold

**GRAND PRIX**

Entry title	Brand	Client	Support Agencies
Mastercard – Gamer EQ	Mastercard	Carat MENA	

**AGENCY OF THE YEAR**

Fusion

**NETWORK OF THE YEAR**

Dentsu