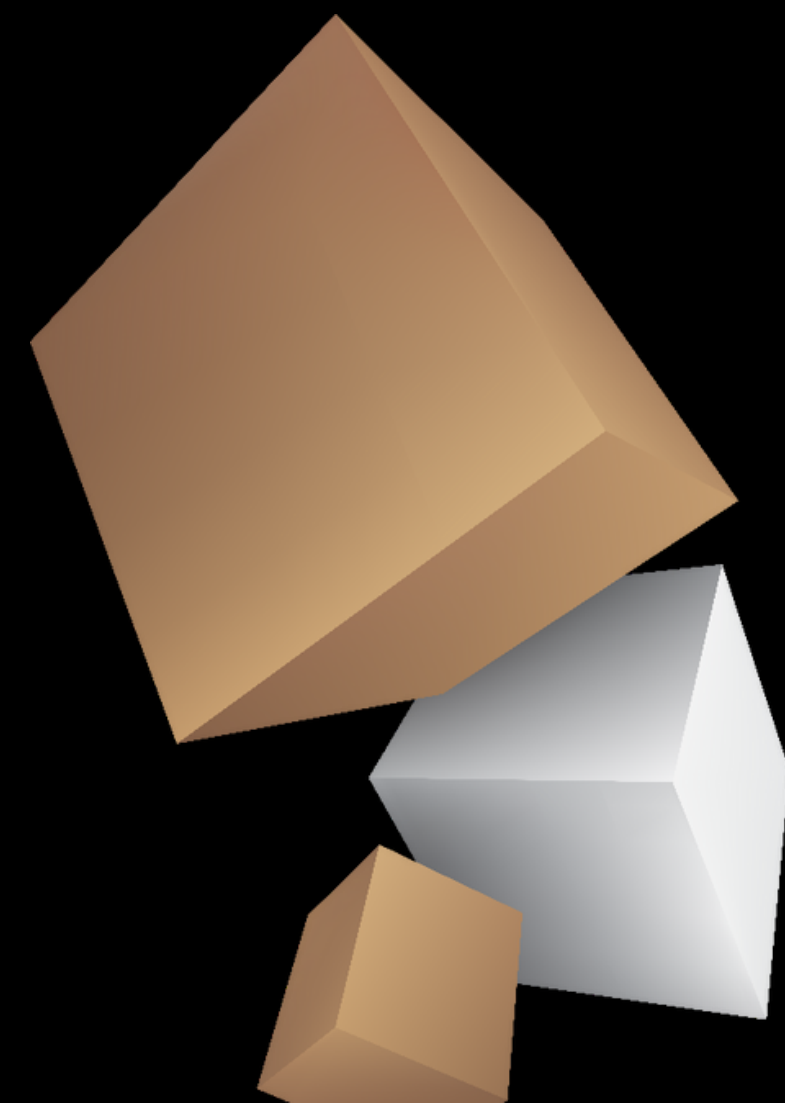




# MENA **DIGITAL** AWARDS

## 2025 KSA WINNERS

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## Best Performance Campaign

| Entry Title                   | Brand            | Client          | Entrant Company           |        |
|-------------------------------|------------------|-----------------|---------------------------|--------|
| Makarem Rebranding Campaign   | A2Z Media        | Makarem Hotels  | A2Z MEDIA                 | Gold   |
| Social Synergy Sells          | Madinat Jumeirah | Jumeirah        | Magna Global              | Silver |
| Morning Glow, Don't Let It Go | Glow & Lovely    | Unilever Arabia | PHD UAE & Team Reactivate | Bronze |

## Best Search Marketing Campaign

| Entry Title                                                        | Brand        | Client         | Entrant Company |        |
|--------------------------------------------------------------------|--------------|----------------|-----------------|--------|
| IKEA Shaaban Sale                                                  | IKEA         | IKEA           | Initiative MENA | Gold   |
| From Beauty to Billion Clicks: How Nice One Dominated Saudi Search | Nice One     | Nice One       | Assembly        | Silver |
| Nahdi White Friday                                                 | Nahdi Online | Nahdi Pharmacy | Magna Global    | Bronze |

**Best Use of Cross-platform Digital Content**

| Entry Title                            | Brand         | Client          | Entrant Company           |        |
|----------------------------------------|---------------|-----------------|---------------------------|--------|
| Barq – The Limitless App               | Barq          | Barq            | Veyron Marketing          | Gold   |
| Her Voice Season 3                     | Mastercard    | Mastercard      | Carat MENA                | Silver |
| Glow & Lovely UV Duo Face Cream Launch | Glow & Lovely | Unilever Arabia | PHD UAE & Team Reactivate | Bronze |

## Best Use of Data

| Entry Title                                                                  | Brand      | Client     | Entrant Company  |        |
|------------------------------------------------------------------------------|------------|------------|------------------|--------|
| Trigger Mug: Sipping Tradition, Streaming Innovation                         | Rabea Tea  | Rabea Tea  | Leadgen          | Gold   |
| Beauty & the Data-Driven, Revenue-Focused Beast                              | Nice One   | Nice One   | Assembly         | Silver |
| Jan Burger- JAN BURGER – Best Cross-Media Creative Campaign (Small Campaign) | Jan Burger | Jan Burger | 5th Element Trix | Bronze |

## Best Mobile Campaign

| Entry Title                            | Brand         | Client          | Entrant Company           |      |
|----------------------------------------|---------------|-----------------|---------------------------|------|
| Glow & Lovely UV Duo Face Cream Launch | Glow & Lovely | Unilever Arabia | PHD UAE & Team Reactivate | GOLD |

## Best Use of Mobile Games

| Entry Title        | Brand         | Client        | Entrant Company |      |
|--------------------|---------------|---------------|-----------------|------|
| Into the Snapverse | Hungerstation | Hungerstation | Carat MENA      | Gold |

## Best Use of Mobile Commerce

| Entry Title                                      | Brand      | Client                  | Entrant Company |      |
|--------------------------------------------------|------------|-------------------------|-----------------|------|
| Nova Sustainability - From the Heart of the Land | Nova Water | Health Water Bottle Co. | Mindshare KSA   | GOLD |

## Best Use of Instagram

| Entry Title                            | Brand        | Client       | Entrant Company         |      |
|----------------------------------------|--------------|--------------|-------------------------|------|
| Saudi Nature is one - طبع السعودي واحد | Budget Saudi | Budget Saudi | Acquaint Communications | GOLD |

## Best Use of Social Media

| Entry Title                  | Brand         | Client                          | Entrant Company           |        |
|------------------------------|---------------|---------------------------------|---------------------------|--------|
| Into the Snapverse           | Hungerstation | Hungerstation                   | Carat MENA                | Gold   |
| Saudi Games Digital Campaign | Saudi Games   | Saudi Arabian Olympic Committee | Fusion5                   | Silver |
| Sunsilk Ramadan Series       | Sunsilk       | Unilever Arabia                 | PHD UAE & Team Reactivate | Bronze |

## Best Integrated Media Campaign

| Entry Title                        | Brand               | Client              | Entrant Company                    |        |
|------------------------------------|---------------------|---------------------|------------------------------------|--------|
| Tact digital Communication         | Ramadan Season 1445 | Ministry of Culture | Tact digital communication         | GOLD   |
| Sunsilk Arabia x Consumer Intimacy | Sunsilk             | Unilever Arabia     | PHD UAE & Team Reactivate & Mumkin | Silver |
| Dove Bond Repair                   | Dove                | Unilever Arabia     | PHD UAE & Team Reactivate          | Bronze |

## Best Integrated Digital Campaign

| Entry Title                                          | Brand        | Client                          | Entrant Company         |        |
|------------------------------------------------------|--------------|---------------------------------|-------------------------|--------|
| Trigger Mug: Sipping Tradition, Streaming Innovation | Rabea Tea    | Rabea Tea                       | Leadgen                 | Gold   |
| Saudi Nature is one - الطبع السعودي واحد             | Budget Saudi | Budget Saudi                    | Acquaint Communications | Silver |
| Saudi Games Digital Campaign                         | Saudi Games  | Saudi Arabian Olympic Committee | Fusion5                 | Bronze |

## Digital Activation

| Entry Title                                          | Brand      | Client     | Entrant Company |        |
|------------------------------------------------------|------------|------------|-----------------|--------|
| Trigger Mug: Sipping Tradition, Streaming Innovation | Rabea Tea  | Baeshen    | Leadgen         | GOLD   |
| Soundtrack Your Iftar                                | Nutella    | Ferrero    | Carat MENA      | Silver |
| Gamers EQ (The Priceless Clan)                       | Mastercard | Mastercard | Carat MENA      | Bronze |

## Digital Cause Marketing

| Entry Title                                      | Brand                      | Client              | Entrant Company            |        |
|--------------------------------------------------|----------------------------|---------------------|----------------------------|--------|
| Her Voice Season 3                               | Mastercard                 | Mastercard          | Carat MENA                 | Gold   |
| Tact digital communication                       | Cultural Skills Tournament | Ministry of Culture | Tact digital communication | Silver |
| Gulf Health Council: Take What You Need Campaign | NA                         | Gulf Health Council | iMetric Digital            | Bronze |

## Digital PR

| Entry Title                  | Brand         | Client        | Entrant Company |      |
|------------------------------|---------------|---------------|-----------------|------|
| Fananees Meets Hungerstation | Hungerstation | Hungerstation | Carat MENA      | GOLD |

### Best cross-media creative campaign

| Entry Title                  | Brand | Client           | Entrant Company  |      |
|------------------------------|-------|------------------|------------------|------|
| Gento E Store Sales Campaign | Gento | Gento/ NCC Saudi | 5th Element Trix | Gold |

### Best Digital-First Creative Campaign

| Entry Title                  | Brand      | Client          | Entrant Company           |        |
|------------------------------|------------|-----------------|---------------------------|--------|
| Doha Oasis Reveal & Relaunch | Doha Oasis | Doha Oasis      | MASH Global Agency        | Gold   |
| Sunsilk Ramadan Series       | Sunsilk    | Unilever Arabia | PHD UAE & Team Reactivate | Silver |

## Best Game App

| Entry Title        | Brand         | Client        | Entrant Company |      |
|--------------------|---------------|---------------|-----------------|------|
| Into the Snapverse | Hungerstation | Hungerstation | Carat MENA      | Gold |

## Best Use of Technology

| Entry Title                    | Brand      | Client     | Entrant Company |      |
|--------------------------------|------------|------------|-----------------|------|
| Gamers EQ (The Priceless Clan) | Mastercard | Mastercard | Carat MENA      | Gold |

## Best Use of Digital By Sector - Automotive

| Entry Title                              | Brand        | Client                       | Entrant Company         |        |
|------------------------------------------|--------------|------------------------------|-------------------------|--------|
| Lotus – Eletre and Emira Campaign        | Lotus Cars   | Lotus Cars                   | Fusion5                 | Gold   |
| Saudi Nature is one - الطبع السعودي واحد | Budget Saudi | Budget Saudi                 | Acquaint Communications | Silver |
| Territory Unstoppable                    | Ford         | Al Jazirah Vehicles Agencies | Magna Global            | Bronze |

## Best Use of Digital By Sector - Banking & Finance

| Entry Title                     | Brand         | Client                                 | Entrant Company                 |        |
|---------------------------------|---------------|----------------------------------------|---------------------------------|--------|
| Gamers EQ (The Priceless Clan)  | Mastercard    | Mastercard                             | Carat MENA                      | Gold   |
| How we turned things around     | Tamam Finance | Zain KSA Group                         | OMD KSA                         | Silver |
| Fitameen Creative Communication | Sukuk (Sah)   | National Debt Management Center – NDMC | Fitameen Creative Communication | Bronze |

## Best Use of Digital By Sector - Education & Non-profit

| Entry Title                       | Brand      | Client     | Entrant Company  |      |
|-----------------------------------|------------|------------|------------------|------|
| Jood Eskin Ramadan Campaigns 2025 | Jood Eskin | Jood Eskin | Sakan Foundation | Gold |

## Best Use of Digital By Sector - Real Estate

| Entry Title             | Brand | Client | Entrant Company |      |
|-------------------------|-------|--------|-----------------|------|
| NHC Rebranding Campaign | NHC   | NHC    | Mindshare KSA   | Gold |

## Best Use of Digital By Sector - Entertainment & Sports

| Entry Title                                                         | Brand                          | Client                         | Entrant Company         |        |
|---------------------------------------------------------------------|--------------------------------|--------------------------------|-------------------------|--------|
| beIN SPORTS: Best Use of Cross-Platform Digital Content 2025        | beIN SPORTS                    | beIN SPORTS                    | beIN SPORTS             | Gold   |
| Data-Driven Victory – STC Saudi Arabian Grand Prix Digital Strategy | STC – Saudi Arabian Grand Prix | STC – Saudi Arabian Grand Prix | The Full Stop / Leadgen | Silver |
| Clear x EWC                                                         | Clear                          | Unilever Arabia                | PHD UAE                 | Bronze |

## Best Use of Digital By Sector - Food & Beverage

| Entry Title                                          | Brand         | Client        | Entrant Company |        |
|------------------------------------------------------|---------------|---------------|-----------------|--------|
| Trigger Mug: Sipping Tradition, Streaming Innovation | Rabea Tea     | Baeshen       | Leadgen         | Gold   |
| Fananees Meets Hungerstation                         | Hungerstation | Hungerstation | Carat MENA      | Silver |
| Soundtrack Your Iftar                                | Nutella       | Ferrero       | Carat MENA      | Bronze |

## Best Use of Digital By Sector - Public Sector & Government

| Entry Title                                 | Brand                              | Client                                                                                                                                                                              | Entrant Company |        |
|---------------------------------------------|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------|
| DGDA   Pride and Unity   Saudi National Day | Diriyah Gate Development Authority | Diriyah Gate Development Authority                                                                                                                                                  | Create Group    | Gold   |
| Eyas Al-Qisi                                | ALHAJJ (Public Sector)             | Makkah Principality, Ministry of Hajj and Umrah, Ministry of Interior, Public Security, Ministry of Health, Ministry of Media, Government Communication, and Makkah Road Initiative | Life Jacket Co. | Silver |

## Best Use of Digital By Sector - Retail

| Entry Title                                  | Brand | Client           | Entrant Company  |        |
|----------------------------------------------|-------|------------------|------------------|--------|
| Gento E Store Campaign                       | Gento | Gento/ NCC Saudi | 5th Element Trix | Gold   |
| Winning at the Biggest Campaign of the Year! | Nice  | Nice             | Assembly         | Silver |

## Best Use of Digital By Sector -Technology & Telecommunications

| Entry Title                                                            | Brand        | Client                               | Entrant Company |        |
|------------------------------------------------------------------------|--------------|--------------------------------------|-----------------|--------|
| The Difference is You – How Salam Mobile Redefined Digital Acquisition | Salam Mobile | Salam (Etihad Salam Telecom Company) | Leadgen         | Gold   |
| Yaqoot CPS Analysis                                                    | Yaqoot       | Zain KSA Group                       | OMD KSA         | Silver |

## Best Use of Digital By Sector - Travel & Hospitality

| Entry Title                                                  | Brand     | Client  | Entrant Company |        |
|--------------------------------------------------------------|-----------|---------|-----------------|--------|
| Hayya: Redefining Travel to Qatar Through Digital Innovation | Hayya     | Hayya   | Qatar Tourism   | Gold   |
| Makarem Rebranding Campaign                                  | A2Z Media | Makarem | A2Z MEDIA       | Silver |

## Best Use of Outdoor

| Entry Title                     | Brand                       | Client                      | Entrant Company                 |        |
|---------------------------------|-----------------------------|-----------------------------|---------------------------------|--------|
| Tact Digital Communication      | Founding Day                | Ministry of Culture         | Tact digital communication      | Gold   |
| Fitameen Creative Communication | Strategic Management Office | Strategic Management Office | Fitameen Creative Communication | Silver |

## Best Animation

| Entry Title                | Brand                              | Client                             | Entrant Company |      |
|----------------------------|------------------------------------|------------------------------------|-----------------|------|
| DGDA – Imam Turki Campaign | Diriyah Gate Development Authority | Diriyah Gate Development Authority | Qatar Tourism   | Gold |

## Influencer Marketing Campaigns

| Entry Title                  | Brand                       | Client                          | Entrant Company            |        |
|------------------------------|-----------------------------|---------------------------------|----------------------------|--------|
| Level Up With Mastercard     | Mastercard                  | Mastercard                      | Carat MENA                 | Gold   |
| Subway's Footlongest Crunch! | Subway Arabia               | Subway                          | Magna Global               | Silver |
| Tact Digital Communication   | EXPO   Riyadh Marathon 2025 | Saudi Sports For All Federation | Tact digital communication | Bronze |

## Social Cause Marketing

| Entry Title                     | Brand                                      | Client                                     | Entrant Company                 |      |
|---------------------------------|--------------------------------------------|--------------------------------------------|---------------------------------|------|
| Fitameen Creative Communication | Education & Training Evaluation Commission | Education & Training Evaluation Commission | Fitameen Creative Communication | Gold |

## Social Engagement

| Entry Title                | Brand   | Client          | Entrant Company                    |        |
|----------------------------|---------|-----------------|------------------------------------|--------|
| Sunsilk Ramadan Series     | Sunsilk | Unilever Arabia | PHD UAE & Team Reactivate          | Gold   |
| Sunsilk x Arabs Got Talent | Sunsilk | Unilever Arabia | PHD UAE & Team Reactivate & Mumkin | Silver |

## Social Video Strategy

| Entry Title            | Brand   | Client          | Entrant Company           |      |
|------------------------|---------|-----------------|---------------------------|------|
| Sunsilk Ramadan Series | Sunsilk | Unilever Arabia | PHD UAE & Team Reactivate | Gold |

## Viral Content Creation

| Entry Title                   | Brand         | Client          | Entrant Company                    |        |
|-------------------------------|---------------|-----------------|------------------------------------|--------|
| للتمويل حلاوته - JB           | JB            | JB              | Onsor Mosha                        | Gold   |
| Morning Glow, Don't Let It Go | Glow & Lovely | Unilever Arabia | PHD UAE & Team Reactivate & Mumkin | Silver |

## Brand Experience & Activation

| Entry Title                                          | Brand                  | Client                                                                                                                                                                              | Entrant Company |        |
|------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------|
| Trigger Mug: Sipping Tradition, Streaming Innovation | Rabea Tea              | Baeshen                                                                                                                                                                             | Leadgen         | Gold   |
| Subway's Footlongest Crunch!                         | Subway Arabia          | Subway                                                                                                                                                                              | Magna Global    | Silver |
| Eyas Al-Qisi                                         | ALHAJJ (Public Sector) | Makkah Principality, Ministry of Hajj and Umrah, Ministry of Interior, Public Security, Ministry of Health, Ministry of Media, Government Communication, and Makkah Road Initiative | Life Jacket Co. | Bronze |

## Corporate Social Responsibility (CSR)

| Entry Title                                                    | Brand                | Client                                | Entrant Company |      |
|----------------------------------------------------------------|----------------------|---------------------------------------|-----------------|------|
| Riyadh Marathon: Driving Digital Impact for a Healthier Future | Riyadh Marathon 2025 | Saudi Sports for All Federation (SFA) | LeadGen Arabia  | Gold |

## Creative Effectiveness

| Entry Title              | Brand          | Client          | Entrant Company           |        |
|--------------------------|----------------|-----------------|---------------------------|--------|
| Sunsilk Ramadan Series   | Sunsilk        | Unilever Arabia | PHD UAE & Team Reactivate | Gold   |
| Themari – Tamimi Markets | Tamimi Markets | Tamimi Markets  | Onsor Mosha               | Silver |

## Sustainability and Environmental Impact

| Entry Title                     | Brand      | Client                  | Entrant Company |      |
|---------------------------------|------------|-------------------------|-----------------|------|
| Nova Bottled Water DTC Campaign | Nova Water | Health Water Bottle Co. | Mindshare KSA   | Gold |

## Performance Marketing

| Entry Title                                           | Brand               | Client                               | Entrant Company |        |
|-------------------------------------------------------|---------------------|--------------------------------------|-----------------|--------|
| How we turned things around                           | Tamam Finance       | Zain KSA Group                       | OMD KSA         | Gold   |
| Yaqoot                                                | Yaqoot CPS Analysis | Zain KSA Group                       | OMD KSA         | Silver |
| Kaheel – Redefining Luxury Living using data enablers | Kaheel Project      | Mohammed AlHabib Real Estate Company | iMetric Digital | Bronze |

## Best Use of AI in Creative Campaigns

| Entry Title  | Brand                  | Client                                                                                                                                                                              | Entrant Company |      |
|--------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------|
| Eyas Al-Qisi | ALHAJJ (Public Sector) | Makkah Principality, Ministry of Hajj and Umrah, Ministry of Interior, Public Security, Ministry of Health, Ministry of Media, Government Communication, and Makkah Road Initiative | Life Jacket Co. | Gold |

**Generative AI for Content Creation**

| Entry Title  | Brand                  | Client                                                                                                                                                                                                   | Entrant Company |      |
|--------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------|
| Eyas Al-Qisi | ALHAJJ (Public Sector) | Makkah Principality,<br>Ministry of Hajj and Umrah,<br>Ministry of Interior, Public<br>Security, Ministry of<br>Health, Ministry of Media,<br>Government<br>Communication, and<br>Makkah Road Initiative | Life Jacket Co. | Gold |

## Cross-Border Campaign

| Entry Title                               | Brand           | Client                                         | Entrant Company  |        |
|-------------------------------------------|-----------------|------------------------------------------------|------------------|--------|
| Ramadan Days – Turning Values Into Impact | Viory           | Viory                                          | Viory            | Gold   |
| Georgia Tourism – “Discover Georgia”      | Georgia Tourism | Georgia National Tourism Administration (GNTA) | 5th Element Trix | Silver |

## Multi-Channel Integrated Campaign

| Entry Title              | Brand           | Client               | Entrant Company |        |
|--------------------------|-----------------|----------------------|-----------------|--------|
| Clorox – Platinum Launch | Clorox Platinum | The Clorox Company   | OMD UAE         | Gold   |
| Quattro Cheese Campaign  | Burger King     | Olayan Food Division | Magna Global    | Silver |
| Alinma One step Ahead    | Alinma          | Alinma               | Mindshare KSA   | Bronze |

## Long-Term Integrated Campaign

| Entry Title                                  | Brand           | Client              | Entrant Company  |      |
|----------------------------------------------|-----------------|---------------------|------------------|------|
| Al Badia Living – Integrated Launch Campaign | Al Badia Living | Dubai Festival City | 5th Element Trix | Gold |

## Real-Time Marketing Integration

| Entry Title                          | Brand           | Client                                         | Entrant Company  |      |
|--------------------------------------|-----------------|------------------------------------------------|------------------|------|
| Georgia Tourism – “Discover Georgia” | Georgia Tourism | Georgia National Tourism Administration (GNTA) | 5th Element Trix | Gold |

## PARTNERSHIP OF THE YEAR

ENTRANT COMPANY

PhD UAE & Team Reactivate

## AGENCY OF THE YEAR

ENTRANT COMPANY

Magna

## NETWORK OF THE YEAR

ENTRANT COMPANY

Dentsu

## GRAND PRIX

| Entry Title                    | Brand      | Client     | Entrant Company |
|--------------------------------|------------|------------|-----------------|
| Gamers EQ (The Priceless Clan) | Mastercard | Mastercard | Carat MENA      |