



# MENA **DIGITAL** AWARDS

## 2025 DUBAI WINNERS

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## Performance - Best Performance Campaign

Entry Title	Brand	Client	Entrant Company	
Driving Scale & Efficiency In A Cluttered Quarter	WIO Bank P.J.S.C	WIO Bank	PivotRoots DMCC	Gold
Starbucks Core Coffee: Data-Driven L.A.T.T.E. Strategy	Starbucks	Starbucks	Global World Media Services	Silver
AAC- Nissan Ramadan	Nissan	AAC	OMD MENA	Bronze

## Performance - Best Search Marketing Campaign

Entry Title	Brand	Client	Entrant Company	
From Chaos to Clarity: Inside HomeBox's Search-Led Reinvention	HomeBox	Landmark	Assembly MENA	Gold
Crocs: Conquering Peak Season With Search Excellence	Crocs	Apparel Group	PivotRoots DMCC	Silver
Where trust meets discovery: Tanishq's search-Led growth story	Tanishq Middle East	Tanishq Middle East	Team Red Dot	Bronze

## Performance - Best Use of Cross-platform Digital Content

Entry Title	Brand	Client	Entrant Company	
Chery x Fitze – “Yalla, Let’s Walk” Challenge	Chery	Chery	Cicero & Bernay	Gold
Rituals Ramadan Digital Canvas: Mastering 360* Storytelling	Rituals	Apparel LLC	PivotRoots DMCC	Silver

## Performance - Best Use of Data

Entry Title	Brand	Client	Entrant Company	
DU Home plans	Du	Du	JGroup – Blis Media	Gold
The Data-to-Revenue Engine: Address Downtown’s Performance Transformation	Emaar Hospitality	Emaar Hospitality	Assembly MENA	Silver
“du : Intelligence in Every Interaction”	DU	DU	Smartifai LLC	Bronze

## Mobile - Best Mobile Application

Entry Title	Brand	Client	Entrant Company	
Cara Beauty	Cara	Cara	AGA Communication Network	GOLD

## Mobile - Best Mobile Campaign

Entry Title	Brand	Client	Entrant Company	
“From Device to Dialogue”	DU	DU	Smartifai LLC	Gold

## Mobile - Best use of Data

Entry Title	Brand	Client	Entrant Company	
Coca-Cola’s Gen Z Breakthrough Targeting Powered by Tuttlér's Data Intelligence	The Coca-Cola Company	The Coca-Cola Company	Mobinet Pte. Ltd.	GOLD

## Social Media - Best Use of Instagram

Entry Title	Brand	Client	Entrant Company	
Turning Likes Into Trust: How Jetour Built Credibility on Instagram	Jetour UAE	Jetour UAE	Elite Group Holding	GOLD

## Social Media - Best Use of Social Media

Entry Title	Brand	Client	Entrant Company	
Digital Editorial and Social Media Dept	Digital Editorial and Social Media Dept	Digital Editorial and Social Media Dept	Dubai Media	Gold
Reflections En Route	Volkswagen	Volkswagen Middle East	Create. Group	Silver
The Fashionista	OSN+	OSN	Current Global MENAT	Bronze

## Social Media - Best Use of TikTok

Entry Title	Brand	Client	Entrant Company	
Doritos Loaded	Doritos	PepsiCo	OMD MENA	GOLD
Unstoppable Network	du – Telecom	Emirates Integrated Telecommunication Company	Mindshare	Silver

## Integrated - Best Integrated Digital Campaign

Entry Title	Brand	Client	Entrant Company	
Lay's Chili	Lay's	PepsiCo	OMD MENA	Gold
Unstoppable Network	du – Telecom	Emirates Integrated Telecommunication Company	Mindshare	Silver
Chain Reaction Xiaomi UAE A Ramadan Parody by Xioami	Xiaomi	Xiaomi UAE	Chain Reaction	Bronze

## Integrated - Best Integrated Media Campaign

Entry Title	Brand	Client	Entrant Company	
Flamin' Hot Screamin' Sriracha	Flamin' Hot	PepsiCo	OMD MENA	GOLD
Tanishq's Onam Ormakal: A Shining Repositioning	Tanishq Middle East	Tanishq Middle East	Team Red Dot	Silver
Delete Old App, Download The New App, احذف التطبيق القديم، وحمل الجديد	Riyadh Bank	Riyadh Bank	Acquaint Communications	Bronze

## Special - Digital Activation

Entry Title	Brand	Client	Entrant Company	
Philips Cool Moments	Philips	Versuni	AGA Communication Network	GOLD
Chery x Fitze – “Yalla, Let’s Walk” Challenge	Chery	Chery	Cicero & Bernay	Silver

## Special - Digital Cause Marketing

Entry Title	Brand	Client	Entrant Company	
C&B ESG Report	Cicero and Bernay	Cicero and Bernay	Cicero and Bernay	Gold

## Special - Digital PR

Entry Title	Brand	Client	Entrant Company	
Jacob & Co. Beachfront Living by Ohana	Ohana Development	Ohana Development	Cicero & Bernay	Gold
HENGE Residences by Nord Lifestyle Development	Nord Lifestyle Development	Nord Lifestyle Development	Cicero & Bernay	Silver



## Digital Assets (Deliverables)-Best Digital-First Creative Campaign

Entry Title	Brand	Client	Entrant Company	
Philips Cool Moments	Philips	Versuni	AGA Communication Network	Gold
Home of Switz: For The Love of Samosa	Home of Switz	Switz Group	We Are Social Middle East	Silver

## Digital Assets (Deliverables) - Best Use of Technology

Entry Title	Brand	Client	Entrant Company	
Philips LatteGo Coffee Machine: Smart use of AI to Reach the Right Coffee Lovers	Philips	Versuni	Silverpush	Gold
“du Plan: Technology That Thinks”	Du	Du	Smartifai LLC	Silver
Coca-Cola’s Real-Time Audio Revolution Powered by Tuttlar	The Coca-Cola Company	The Coca-Cola Company	Mobinet Pte. Ltd.	Bronze

## Best Use of Digital By Sector - Automotive

Entry Title	Brand	Client	Entrant Company	
AAC- Nissan Ramadan	Nissan	AAC	OMD MENA	Gold
CAMP IONIQ	HYUNDAI	HYUNDAI MIDDLE EAST	Create. Group	Silver
Chain Reaction & Ferrari – Casa Ferrari: Where Digital Transformation Drives Growth	Ferrari	Ferrari Middle East	Chain Reaction	Bronze

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

Entry Title	Brand	Client	Entrant Company	
Union Day - "United in Harmony"	RAKBANK	RAKBANK	Netizency	Gold
Chain Reaction & DIFC: Migrate to Dominate	Dubai Financial Center	Dubai Financial Center	Chain Reaction	Silver
How We Turned Things Around	Tamam Finance	Zain KSA Group	OMD KSA	Bronze

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

Entry Title	Brand	Client	Entrant Company	
Chain Reaction x Confidential	Chain Reaction x Confidential	Chain Reaction x Confidential	Chain Reaction	Gold

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

Entry Title	Brand	Client	Entrant Company	
A Minecraft Movie Takeover	McDonald's UAE	McDonald's UAE	Netizency	Gold
Lay's Chili	Lay's	PepsiCo	OMD MENA	Silver
Pringles Champions of Fun	Pringles	Kellanova	We Are Social	Bronze

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

Entry Title	Brand	Client	Entrant Company	
Dubai SME Hub	Dubai Department of Economy and Tourism	Dubai Department of Economy and Tourism	Create. Group	Gold

## Best Use of Digital By Sector - Retail

Entry Title	Brand	Client	Entrant Company	
Philips Cool Moments	Philips	Versuni	AGA Communication Network	Gold
Chain Reaction & ALDO – Step Into Style: March Momentum Mastered	ALDO	Apparel Group	Chain Reaction	Silver

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

Entry Title	Brand	Client	Entrant Company	
Unstoppable Network	du – Telecom	du	Mindshare	Gold
How Virgin Mobile’s Superfans Turned Brand Love Into Real Results	Virgin Mobile UAE	Virgin Mobile UAE	Assembly MENA	Silver
Lenovo – Reach Your Impossible 2.0	Lenovo	Lenovo	Netizency	Bronze

## Media - Best Use of Outdoor

Entry Title	Brand	Client	Entrant Company	
The Unseen Ads Initiative	Pikasso	Pikasso	AGA Communication Network	Gold

## Media - Innovation in Media

Entry Title	Brand	Client	Entrant Company	
Advanced TV	OSNtv	OSN	Current Global MENAT	Gold
The Unseen Ads Initiative	Pikasso	Pikasso	AGA Communication Network	Silver
Jacob & Co. Beachfront Living by Ohana	Ohana Development	Ohana Development	Cicero & Bernay	Bronze

## Craft - Cinematography

Entry Title	Brand	Client	Entrant Company	
Atlantis The Palm – A World Away	Atlantis The Palm	Atlantis	Boomtown Productions	Gold

## Digital Craft - AI-Generated Content

Entry Title	Brand	Client	Entrant Company	
Dubai SME Hub	Dubai Department of Economy and Tourism	Dubai Department of Economy and Tourism	Create. Group	Gold

## Social and Influencer Marketing- Best Use of Short-Form Video

Entry Title	Brand	Client	Entrant Company	
International Women's Day – "Inner Child Guides Your Way"	RAKBANK	RAKBANK	Netizency	Gold
Moments That Travel: Virgin Mobile's People-First DXB Activation	Virgin Mobile UAE	Virgin Mobile UAE	Assembly MENA	Silver
Union Day – "United in Harmony"	RAKBANK	RAKBANK	Netizency	Bronze

## Social and Influencer Marketing - Influencer Marketing Campaigns

Entry Title	Brand	Client	Entrant Company	
Chain Reaction Sunwhite The Forgotten Favorites	SunWhite	SunWhite	Chain Reaction	Gold
Footlongest Crunch	Subway	Subway	Magna Global	Silver
Doritos Loaded	Doritos	PepsiCo	OMD MENA	Bronze

## Social and Influencer Marketing - Multi-Platform Social Campaigns

Entry Title	Brand	Client	Entrant Company	
Chery TIGGO 9 – Premium SUV Launch	Chery TIGGO 9	AWR Group – Chery	Cicero and Bernay	Gold
Chery x Fitze – “Yalla, Let’s Walk” Challenge	Chery	Chery	Cicero & Bernay	Silver



## Social and Influencer Marketing - Social Cause Marketing

Entry Title	Brand	Client	Entrant Company	
Draw me the Sea	SeaWorld Abu Dhabi	Miral Destinations	Initiative MENA	Gold
The Unseen Ads Initiative	Pikasso	Pikasso	AGA Communication Network	Silver
Chery x Fitze – “Yalla, Let’s Walk” Challenge	Chery	Chery	Cicero & Bernay	Bronze

## Social and Influencer Marketing - Social Engagement

Entry Title	Brand	Client	Entrant Company	
Chery x Fitze – “Yalla, Let’s Walk” Challenge	Chery	Chery	Cicero & Bernay	Gold
Reflections En Route	Volkswagen	Volkswagen Middle East	Create. Group	Silver

## Social and Influencer Marketing - Social Video Strategy

Entry Title	Brand	Client	Entrant Company	
KICKS Starter – AI Influencer Podcast Interview	Nissan	Arabian Automobiles	Cicero & Bernay	Gold

## Social and Influencer Marketing - Viral Content Creation

Entry Title	Brand	Client	Entrant Company	
Hisense x FIFA Club World Cup 2025 – Own The Moment	Hisense	Hisense Middle East	Glimpse Digital Agency	Gold

## Special Categories - Brand Experience & Activation

Entry Title	Brand	Client	Entrant Company	
Lay's Wavy	Lay's	PepsiCo	OMD MENA	Gold
Footlongest Crunch	Subway	Subway	Magna Global	Silver
CAMP IONIQ	HYUNDAI	HYUNDAI MIDDLE EAST	Create. Group	Bronze

## Special Categories - Corporate Social Responsibility (CSR)

Entry Title	Brand	Client	Entrant Company	
The Unseen Ads Initiative	Pikasso	Pikasso	AGA Communication Network	Gold
C&B ESG REPORT	Cicero and Bernay	Cicero and Bernay	Cicero & Bernay	Silver

### Special Categories - Creative Effectiveness

Entry Title	Brand	Client	Entrant Company	
Pringles Champions of Fun	Pringles	Kelloanova	We Are Social	Gold
Philips Cool Moments	Philips	Versuni	AGA Communication Network	Silver
The Unseen Ads Initiative	Pikasso	Pikasso	AGA Communication Network	Bronze

### Special Categories - Crisis Communication Response

Entry Title	Brand	Client	Entrant Company	
Daqoos Series	Subway	KOJ	Magna Global	Gold

## Special Categories - Performance Marketing

Entry Title	Brand	Client	Entrant Company	
Yaqoot CPS Analysis	Yaqoot	Zain KSA Group	OMD KSA	Gold
How We Turned Things Around	Tamam_Finance_	Zain KSA Group	OMD KSA	Silver

## AI Excellence - AI for Customer Engagement

Entry Title	Brand	Client	Entrant Company	
KICKS Starter – AI Influencer Podcast Interview	Nissan	Arabian Automobiles	Cicero & Bernay	Gold
Dubai SME Hub	Dubai Department of Economy and Tourism	Dubai Department of Economy and Tourism	Create. Group	Silver
When AI Becomes the First Conversation: Emaar's Blueprint for Customer Engagement	Emaar Properties	Emaar Properties	Assembly MENA	Bronze

## AI Excellence - Best Use of AI in Creative Campaigns

Entry Title	Brand	Client	Entrant Company	
Hertz: Built by AI, Designed for Humans	Hertz UAE	AI Futtaim Automotive	Assembly MENA	Gold
KICKS Starter – AI Influencer Podcast Interview	Nissan	Arabian Automobiles	Cicero & Bernay	Silver

## AI Excellence - Generative AI for Content Creation

Entry Title	Brand	Client	Entrant Company	
du Back To School	du Emirates Integrated Telecommunications company	du Emirates Integrated Telecommunications company	Ad Scholars Marketing Management	Gold
KICKS Starter – AI Influencer Podcast Interview	Nissan	Arabian Automobiles	Cicero & Bernay	Silver

## Integrated Campaigns - Long-Term Integrated Campaign

Entry Title	Brand	Client	Entrant Company	
Chief Island Officer	Yas Island	Miral Destinations	Initiative MENA	Gold

## Integrated Campaigns - Multi-Channel Integrated Campaign

Entry Title	Brand	Client	Entrant Company	
Delete Old App, Download The New App احذف التطبيق القديم، وحمل الجديد	Riyadh Bank	Riyadh Bank	Acquaint Communications	Gold
Huawei Mate XT Launch	Huawei	Huawei	JGroup – Blis Media	Silver
Mobily – The Network That Leads	Mobily	Mobily	PHD Media	Bronze

## AGENCY OF THE YEAR

ENTRANT COMPANY

Cicero & Bernay

## NETWORK OF THE YEAR

ENTRANT COMPANY

AGA Communication Network



## GRAND PRIX

Entry Title	Brand	Client	Entrant Company
A Minecraft Movie Takeover	McDonald's UAE	McDonald's UAE	Netizency