



MENA DIGITAL AWARDS

SHORTLISTED
ENTRIES CAIRO
2026

PERFORMANCE - Best Performance Campaign

Entrant company	Entry title	Brand	Client
AWstreams	Will Smith x Tatweer Misr – Marina Towers Launch	Tatweer Misr	Tatweer Misr

SOCIAL MEDIA - Best Use of Social Media

Entrant company	Entry title	Brand	Client
OMD	Banque Misr – Best Use of Social Media	Banque Misr	Banque Misr

INTEGRATED - Best Integrated Digital Campaign			
Entrant company	Entry title	Brand	Client
OMD	Ramadan Campaign – Best Integrated Digital Campaign	Banque Misr	Banque Misr

INTEGRATED - Best Integrated Media Campaign			
Entrant company	Entry title	Brand	Client
Doha Quest – Doha Oasis	Doha Quest –Discover Your Quest Self	Doha Quest – Doha Oasis	Doha Quest

SPECIAL - Digital Activation			
Entrant company	Entry title	Brand	Client
X Qatar	BALADNA BACK TO SCHOOL 2025	X Qatar	Baladna
The Wick Firm	Fresh New Look. Same Great Taste.	Baladna Q.P.S.C.	Baladna Q.P.S.C.

SPECIAL - Digital PR			
Entrant company	Entry title	Brand	Client
OMD	Ramadan Campaign – Digital PR	Banque Misr	Banque Misr

Digital Assets (Deliverables) - Best cross-media creative campaign			
Entrant company	Entry title	Brand	Client
beIN MEDIA GROUP	Beyond the 90 Minutes: How beIN SPORTS Reimagined AFCON 2025 for the Digital Era	beIN SPORTS	beIN SPORTS
UBlac Agency	Pickl Jordan Launch	PICKL	Almaysarah Food – PICKL Jordan
X Qatar	Baladna Ramadan 2026	X Qatar	Baladna

Digital Assets (Deliverables) - Best Digital-First Creative Campaign			
Entrant company	Entry title	Brand	Client
Essence Adverts	Hurry App	Hurry App	Hurry App
TAQA Transmission	Powering her story	TAQA Transmission	TAQA Transmission

Digital Assets (Deliverables) - Best Website Design

Entrant company	Entry title	Brand	Client
Libyan technology foundation	National Technology Day	Libyan technology foundation	Libyan technology foundation

BEST USE OF DIGITAL BY SECTOR - Banking & Finance

Entrant company	Entry title	Brand	Client
OMD	Ramadan Campaign – Best Use of Digital By Sector	Banque Misr	Banque Misr

BEST USE OF DIGITAL BY SECTOR - Travel & Hospitality

Entrant company	Entry title	Brand	Client
Yango Ads	We Stopped Drawing Egypt. We Started Mapping It	Experience Egypt	Egyptian Tourism Authority

CRAFT - Cinematography

Entrant company	Entry title	Brand	Client
Icon Creations	Jetour X Al Ahly Campaign	Jetour	Jetour Egypt

CRAFT - Visual Effects (VFX)

Entrant company	Entry title	Brand	Client
X Qatar	BALADNA RAMADAN 2026	X Qatar	Baladna

CRAFT - Sound Design

Entrant company	Entry title	Brand	Client
X Qatar	BALADNA BACK TO SCHOOL 2025	X Qatar	Baladna

SOCIAL AND INFLUENCER MARKETING - Influencer Marketing Campaigns

Entrant company	Entry title	Brand	Client
X Qatar	BALADNA RAMADAN 2026	X Qatar	Baladna
Vantage Communications	Masyaf Ras El Hekma	Masyaf	M squared

SOCIAL AND INFLUENCER MARKETING - Multi-Platform Social Campaigns

Entrant company	Entry title	Brand	Client
X Qatar	BALADNA BACK TO SCHOOL 2025	X Qatar	Baladna

SOCIAL AND INFLUENCER MARKETING - Viral Content Creation

Entrant company	Entry title	Brand	Client
Icon Creations	One & Two Series Launch Campaign	BMW	BMW

SPECIAL CATEGORIES - Brand Experience & Activation			
Entrant company	Entry title	Brand	Client
X Qatar	Baladna Ramadan 2026	X Qatar	Baladna
X Qatar	BALADNA BACK TO SCHOOL 2025	X Qatar	Baladna
The Wick Firm	Fresh New Look. Same Great Taste	Baladna Q.P.S.C.	Baladna Q.P.S.C.

SPECIAL CATEGORIES - Content Marketing Strategy			
Entrant company	Entry title	Brand	Client
Vantage Communications	Citadel Plaza Launch	Citadel Plaza	Alkan Real Estate Development

INTEGRATED CAMPAIGNS - Multi-Channel Integrated Campaign			
Entrant company	Entry title	Brand	Client
The Wick Firm	Fresh New Look. Same Great Taste.	Baladna Q.P.S.C.	Baladna Q.P.S.C.