MENA DIGITAL AWARDS

ENTRY KIT 2027

ABOUT MENA DIGITAL AWARDS (MDA)

The MENA Digital Awards (MDA) is a bespoke awards show whose purpose is to promote digital innovation and media in the MENA region. It is the first awards show to both honor digital efforts and be based from the region for the region.

Coupled with the Digital Media Forum (DMF), the MDA offers the ideal platform recognize excellence in the use of digital technologies and media and honor the people and brands behind this progress that takes the communication industry to the future. The DMF and MDA are the brainchild of Mrs. Najla Mazboudi, the well-known 30 year communication and media veteran and renowned figure in MENA. The MDA is guided by international standards in the judging and award processes to ensure only the best work is recognized. Entry categories allow for all forms of technical and creative digital work from any communication discipline to be entered. Moreover, given the nature of digital, results and impact play an important role in the success of the entry and naturally solidify the validity of digital as a worthy marketing channel.

The MDA ensures that the jury is comprised of international and well known digital experts. It is also the only award show with an official independent “audit” partner. Participation is open to all digital players from client to agencies to producers. Any entity with valid digital work that aligns with the entry categories is encouraged to participate and let their work be known.

The first MENA Digital Awards Ceremony was held on April 2014.

MENA DIGITAL AWARDS

MENA DIGITAL AWARDS 2027

DEADLINES AND FEES

Early Bird Entry Deadline
Date: November 26, 2026
Time: 18:00 (UAE Time)
Fee: USD 650

Regular Entry Deadline
Date: December 11, 2026
Time: 18:00 (UAE Time)
Fee: USD 800

Extended Deadline
Date: December 18, 2026
Time: 18:00 (UAE Time)
Fee: USD 1045

Extended Deadline -1
Date: December 31, 2026
Time: 18:00 (UAE Time)
Fee: USD 1400

*Prices exclude VAT TAX

PAYMENT OPTIONS

Cheque against“SpotonMediaServices and Events”

Bank Transfer bank details will be shared upon reguest

TABLE BOOKINGS

PLATINUM TBA

A Branded Booth in the Pre-function Area

GOLD TBA

SILVER TBA

BRONZE TBA

MENA DIGITAL AWARDS

HOW TO ENTER YOUR WORK?

All entries will be submitted online and must be in English.

Entries are open to all clients and marketing, digital, advertising, communication, and media agencies in addition to any party involved in the digital sector.

Entrant companies are requested to create a user name and password. This will give the entrant company an online account. A confirmation email will be sent to the primary contact email provided. Each company is to use their online account to submit all their entries. More than one person may use the login details at the same time to streamline multiply entry submissions.

You are eligible to enter more than one category, as long as the work submitted meets the criteria. You can use the ‘copy’ feature to create a copy of your entry and change the category as required. You are advised to adjust your written entry if your work/campaign is entered in more than one category.

All sections of the form, credits, and support materials are mandatory to complete entry submission. The Entrant can add, view, and edit their work at any time before the Entry Deadline.

You may edit your entry after submitting, up until the Entry Deadline. Please make sure all your personal details are entered accurately, including contact details, as this will be used in the awards presentation if selected as a finalist.

A final invoice with all valid submission will be sent to the Entrant Company. If your submissions have not been paid for at close of entry they will not be included for judging.

MENA DIGITAL AWARDS

MENA DIGITAL AWARDS 2027

CASE SUMMARY BOARD

The case summary board is comprised of two sections.

1. The first section is a one-page summary including three images that represent the entry and a short summary of 200-300 words to include; challenge – strategy/execution – topline results.



SUMMARY

The second section is a one-page with references to any support material online such as social URLs/Microsites/ Landing Page, Facebook App, Mobile App, Banners, etc. These are meant to show evidence of the success of the work.

Reference Urls: https://www.facebook.....
https://www.website.com

SUPPORT MATERIAL SPECIFICATIONS

In addition to the “Entry Form” that is submitted online, the following support materials are required for successful submission of every entry.

MENA DIGITAL AWARDS

MENA DIGITAL AWARDS 2027

SHOWCASE

The Showcase is meant to illustrate how your campaign was brought to life. The best Videos/Presentations are ones that tell the story of your campaign throughout all phases from strategy inception to execution to post campaign results. It is a visual aide to support your entry and should not be a duplicate of your entry form. The uploaded file will be used to showcase the entry if awarded. Entrant should only upload One Showcase file; it is either a Showcase Video or PDF Presentation.

For Video Length: Maximum 2 minutes
Maximum Video File Size: 150mb
Video File Format: MP4/MPEG/MPEG4/MOV
Video Language: Must be in English or have English Subtitles.
For Presentation Length: Maximum of (4) slides Presentation File Format - PDF/JPEG/JPG

ENTRY PERMISSION FORM

Entrant Company is required to upload one signed copy of the Entry Permission form with each entry. Entrant can download the Entry Permission Form from the award's website.

If the entrant company is an Agency then consent from both Agency and Client representatives is required.

If the entrant company is a Client, then only the client consent is required.

MENA DIGITAL AWARDS

JUDGING PROCESS

Entries will be judged by juries consisting of well-known and credible digital practitioners, marketers, strategists and other experts.

Each entry will be submitted online following a template and pre-set guidelines. Each judge will individually access the entry online and evaluate it based on the judging criteria" described below. The weighted scores for each entry will be calculated and audited by the official "audit partner" of MENA Digital Awards. Scores for both rounds remain confidential until the official announcement dates. Judges are prevented from evaluating entries submitted by their own "brand".

Judging will take place in two rounds to determine the shortlisted and winning entries.

Preliminary Round: Determining Shortlists

All entries will be judged by a minimum of six (6) jurors. Judges will evaluate and score each entry individually from across categories. Entries with the highest scores in each category will become shortlisted and qualified for the final round.

Final Round: Determining the Winners

All shortlisted entries will be judged in a second round by a minimum of six (6) jurors. Judges will evaluate and score each entry individually from across categories. Entries with the highest scores in each category will be awarded Gold, Silver, and Bronze respectively.

Shortlisted entries may or may not be converted to wins. It is not mandatory that each category have shortlisted entries nor have winners

MENA DIGITAL AWARDS

JUDGING CRITERIA

Strategy

The entry is being evaluated on how succinct and insightful the approach is to the overall issues and target audience with proven evidence.

Creativity and Innovation

The entry is evaluated based on the originality of the idea, creativity of execution as well as on innovation in measurement of results.

Execution

The entry will be evaluated on how convincing the argument made establishing a cause and effect between the objectives, strategy and results of the campaign. This entails that the entry should show the effective use of resources, technical excellence in implementing the campaign.

Results

The entry will be evaluated on how well the chosen strategies and communications methods met the set objectives. Entries must provide quantification/proof of results from a credible source (and seek third party verification of awards winners). Judges will also looking for clearly defined strategic objectives with a link to business performance.

A set of criteria is being identified to analyze each entry and to fairly and accurately assess each entry on its merits. The weight of each criterion differs by the category but the total.

This includes the following:

MENA DIGITAL AWARDS

ELIGIBILITY & DISQUALIFICATION

Entries are open to all clients and marketing, digital, advertising, communication and media agencies in addition to any part involved in the digital sector.

It is the responsibility of the entrant to ensure that the commissioning client has the rights to use the intellectual property of the brand promoted. Entries cannot be made without the prior permission of the advertiser/owner of all rights that subsist in the advertisement.

All entries submitted must include work/campaigns from January 2025 to December 2026 Any work done before or after these dates is not eligible for evaluation but can be used as context if it is part of the same work/campaign being entered. Entries with main campaign duration outside the set dates will be disqualified.

All entries submitted must have ran in the MENA region: Algeria, Bahrain, Egypt, Iran, Iraq, Palestine, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, Yemen, Armenia, Azerbaijan, Djibouti, Georgia, Mauritania, Turkey, Pakistan, Somalia.

Work/campaigns can be entered in more than one category as the entrant sees relevant. But the same entry cannot be submitted more than once in a given category.

All Entries must be submitted in English.

MENA DIGITAL AWARDS

RULES

All entries must be submitted online via the Entrant’s dedicated login.

Only one party may enter an entry, i.e. either the digital agency or the Advertising agency or the media agency, etc. may enter a piece that both parties have worked on, but not both. If the same entry is submitted by two different entrant companies, only the first entry will be accepted.

There can only be one entrant company per entry. The entrant company is responsible for the payment of entry fees and is the automatic point of contact for the entry. Please ensure that all contributing companies are recognized on your entry form before finalizing your submission.

It is the entrant’s responsibility to ensure that the entry submitted is relevant to its category.

All entry forms must be completed online at menadigital.awardsplatform.com/ by December, ,2026, at 18:00 UAE time.

Incomplete entries and entries that have not been endorsed before entry deadline may be disqualified by the Organizer.

Please note that entries submitted online will not be considered complete until: all the relevant entry materials have been uploaded, submitted and payment is made within the set grace period.

MENA DIGITAL AWARDS

CATEGORIES

- PERFORMANCE
- MOBILE
- SOCIAL MEDIA
- INTEGRATED
- SPECIAL
- DIGITAL ASSETS
- DIGITAL BY SECTOR
- MEDIA
- CRAFT
- DIGITAL CRAFT
- DIGITAL ASSETS (NEW ADDITIONS)
- SPECIAL CATEGORIES
- AI EXCELLENCE
- INTEGRATED CAMPAIGNS
- SOCIAL & INFLUENCER MARKETING

MENA DIGITAL AWARDS

GROUP 1: PERFORMANCE

Best Search Marketing Campaign

This category awards the best campaigns in driving more and better qualified internet traffic to brands' online presence through natural search engine result page listings, paid advertising placement, and/or mobile. The strongest entries feature a clear, innovative 'search' strategy that connects more consumers to the brand based on a predefined success metrics to create a highly profitable search marketing campaign

Best Use of Data

This category awards the optimized use of data analytics to solve business problems and provide new business opportunities across the marketing/communication spectrum. The strongest entries feature a clear approach to insight mining from the set data and how these insights contributed to positive impact on the campaign and brand

Best Performance Campaign

This category awards successful campaigns that demonstrate a sound lead generation strategy with proven results to deliver on pre-set objectives. The strongest entries feature a clear approach and execution with tangible results of digital media strategies across platforms

Best Use of Cross-platform Digital Content

This category awards successful ideas in creation of omni-channel digital content across different digital platforms and devices to continue & enhance meaningful consumer engagement.

Performance categories honor work done utilizing a data and analytics driven approach to marketing communications where the strategy and results influence the overall success of the entry

MENA DIGITAL AWARDS

GROUP 2: MOBILE

Best Mobile Application

This category recognizes the best mobile apps on any platform (iOS, Android, Windows Phone) that demonstrate originality, newness, and innovation either as a standalone development or part of a bigger campaign. The strongest entries feature a flawless execution starting with the build to the final launch and adoption of the app with tangible results that support the preset objectives.

Best Use of Data

This category recognized the most successful use of mobile devices (such as media, content, and engagement tactics on this platform) as a means to achieve campaign objectives. The strongest entries highlight innovation, creativity and engagement in campaign execution with tangible results.

Best Use of SMS

This category acknowledges innovative and impactful uses of SMS marketing. It focuses on how businesses creatively leverage SMS to engage customers, drive action, and deliver messages in a personalized and timely manner. Success is measured by user response, cust omer engagement, and overall campaign effectiveness

Best Use of Mobile Games

This category rewards creative and impactful uses of mobile games in digital marketing. It focuses on how businesses integrate gaming mechanics, gamification, or branded games to engageusers, increase brand visibility, anddrivecustom er loyalty through mobileplatforms. Successful entries shouldshowcase high levels of engagement and user experience.

Best Use of Mobile Commerce

This category acknowledges innovative and impactful uses of SMS marketing. It focuses on how businesses creatively leverage SMS to engage customers, drive action, and deliver messages in a personalized and timely manner. Success is measured by user response, customer engagement, and overall campaign effectiveness.

Best Mobile Campaign

This category celebrates the most effective mobile marketing campaigns. It highlights creativity, reach, engagement, and results through mobile platforms. Campaigns could involve mobile ads, promotions, or content strategies that successfully connect with target audiences and drive business outcomes.

Mobile categories honor work done to further the brands' engagements of audiences via mobile devices, technologies and platforms where the execution and results influence the overall success of the entry.

MENA DIGITAL AWARDS

GROUP 3: SOCIAL MEDIA

Best Use of Social Media

This category recognizes all social media efforts in standalone or part of a campaign that were utilized to build successful brands. The strongest entries demonstrate well thought out channel and content strategies that work in synergy to achieve campaign objectives. This category is divided into 3 subcategories based on the budget spent:

- Best Use of Social Media - Small Budget
- -< USD 20,000
- Best Use of Social Media - Medium Budget
- USD 20,001 - USD 100,000
- Best Use of Social Media - Big Budget > USD 100,001

Best Use of X (formerly Twitter)

Recognizes the best use of X for real-time engagement, trend participation, and brand messaging through tweets, hashtags, and threads.

Best Use of Data

This category recognizes the innovative new use of video (such as prerolls, mobile video, social 'snackable videos', co-creation etc.) as standalone or part of a bigger campaign. The strongest entries should demonstrate how their use of video has effectively contributed to an overall social media campaign success.

Best Use of Mobile Commerce

This category recognizes campaigns that have generated buzz and awareness in record time with emphasis on utilizing digital/social platforms.

Best Use of Snapchat

Honors the most effective use of Snapchat to connect with audiences via stories, filters, and interactive content.

Best Use of Facebook

Awarded for creative and effective use of Facebook to engage audiences, build brand awareness, and achieve business goals through ads, posts, and groups.

Best Use of Instagram

Celebrates innovative use of Instagram's features (posts, stories, reels) to enhance brand storytelling, engagement, and growth.

Best Use of YouTube

Recognizes impactful use of YouTube's video content to achieve business results through creative storytelling, ads, and live streams.

MENA DIGITAL AWARDS

GROUP 4: INTEGRATED

Best Integrated Digital Campaign

This category recognizes best holistic digital campaigns that demonstrate how at least two digital platforms and media channels work together to achieve results. The strongest entries are those that showcase seamless synergy of the campaign elements on strategy, innovation/creativity, execution, and results

Best Use of Data

This category recognizes the best holistic integrated media campaign encompassing both online and traditional media. The strongest entries are those that showcase seamless synergy of the campaign elements strategy, innovation/creativity, execution, and result

Best Integrated Media Campaign

This subcategory highlights campaigns that strategically use both digital and traditional media platforms to deliver a comprehensive marketing message. It acknowledges efforts that combine channels like TV, radio, print, social media, and digital ads to create a unified and compelling campaign. The focus is on how the integration of these media types amplifies the message, reaches a broader audience, and generates significant impact across all platforms.

Integrated categories honor the synergy and effectiveness of communications to deliver holistic brand experiences to consumers from all aspects of planning, ideation, messaging to creativity/innovation and media amplification. The most successful integrated campaigns are evaluated with equal emphasis on strategy, innovation/creativity, execution, and results.

MENA DIGITAL AWARDS

GROUP 5: SPECIAL

Digital PR

This category recognizes Public Relations communications that utilize digital techniques. The strongest entries showcase the evolution of traditional PR activities to include digital/social platforms to engage stakeholders with tangible impact.

Digital Cause Marketing

This category recognizes efforts in all areas of CSR / cause marketing where the campaign includes any and all forms of digital techniques and channels. The strongest entries highlight the role of digital media and platforms in supporting the cause' goals.

Digital Activation

This category recognizes efforts in digitally driven brand, product or service activations (either as one-offs or as part of a campaign) and credits their results in driving the brand/business.

Special categories recognize work in digital across industries and marketing disciplines either as a tactical effort or an integrated campaign that involves one or more digital technique. The most successful special categories are evaluated with emphasis on strategy and results.

MENA DIGITAL AWARDS

GROUP 5: SPECIAL

Digital PR

This category recognizes Public Relations communications that utilize digital techniques. The strongest entries showcase the evolution of traditional PR activities to include digital/social platforms to engage stakeholders with tangible impact.

Digital Cause Marketing

This category recognizes efforts in all areas of CSR / cause marketing where the campaign includes any and all forms of digital techniques and channels. The strongest entries highlight the role of digital media and platforms in supporting the cause' goals.

Digital Activation

This category recognizes efforts in digitally driven brand, product or service activations (either as one-offs or as part of a campaign) and credits their results in driving the brand/business.

Special categories recognize work in digital across industries and marketing disciplines either as a tactical effort or an integrated campaign that involves one or more digital technique. The most successful special categories are evaluated with emphasis on strategy and results.

MENA DIGITAL AWARDS

GROUP 6: DIGITAL ASSETS (DELIVERABLES)

Best Game App

This category recognizes the best gaming experience of any handheld device, Mobile sites or apps, Free to play games and Social games as well as most traditional games in the industry. The jury will mainly look at the execution of the game in terms of game idea, game mechanics, graphics, overall user experience (both visual and technical wise), engagement and also technologies used.

Best Mobile App

This category recognizes the best mobile app which exhibit how an original or advanced the mobile or tablet application has been useful to its users. The app should be accessible and efficient to the customers and also demonstrate originality in technology used, UX design and design in general, device sensors usage (if the case), after download and after campaign usage (long time usage) etc.

Best Use of Technology

This category awards the innovative use of tech. The best work should emphasize on how technology is used to deliver action orientated communications or experiences that have a tangible effect.

Best Facebook App

This category recognizes the best use of Facebook in a marketing campaign. Submissions must demonstrate the efficacy of the campaign and the originality in the app mechanics, UX and build.

Best Digital-First Creative Campaign

Recognizing outstanding creative work designed specifically for digital platforms, ensuring it aligns with digital strategy and media planning.

Best Interactive & Immersive Digital Ad

Honoring digital ads that engage audiences through interactivity, AR/VR, gamification, or other immersive technologies.

Best cross-media creative campaign

Celebrating campaigns that leverage audience insights across platforms and screens

MENA DIGITAL AWARDS

GROUP 7: BEST USE OF DIGITAL BY SECTOR

Automotive

Recognizes creative digital campaigns that drive engagement and sales in the automotive industry, showcasing innovative online strategies

Banking & Finance

Awards digital campaigns in banking and finance that enhance customer engagement and promote financial services through online platforms.

Retail

Celebrates digital campaigns that effectively promote retail products and drive sales, enhancing customer experience and brand loyalty.

Healthcare

Honors digital campaigns in healthcare that engage audiences, promote services, or raise awareness, improving patient interaction or trust.

Technology & Telecommunications

Recognizes digital campaigns that promote tech and telecom products or services, showcasing innovation and effective online engagement.

Food & Beverage

Awards campaigns in the food and beverage industry that creatively drive sales and customer engagement through digital platforms.

Entertainment & Sports

Celebrates digital campaigns in entertainment and sports that boost fan engagement, promote events, or drive media consumption.

Public Sector & Government

Honors digital campaigns by public sector or government entities that improve citizen engagement, awareness, or service delivery.

Travel & Hospitality

Recognizes campaigns that effectively promote travel and hospitality services, enhancing customer engagement and driving bookings.

Education & Non-profit

Awards digital campaigns by educational institutions or non-profits that raise awareness, engage audiences, or promote causes effectively.

MENA DIGITAL AWARDS

GROUP 8: MEDIA

Best Use of Television

Recognizes innovative and effective use of television platforms in advertising, campaigns, or content creation that delivers outstanding results and audience engagement.

Best Use of Radio & Audio

Celebrates exceptional use of radio and audio platforms, including podcasts and radio ads, that creatively engage listeners and drive meaningful connections with the target audience.

Best Use of Outdoor

Acknowledges creative and impactful outdoor advertising campaigns, including billboards, posters, and other public-facing media, that capture attention and resonate with viewers.

Best Use of Print & Publishing

Honors innovative approaches in print media, including newspapers, magazines, and publications, that stand out in terms of creativity, design, and audience engagement.

Innovation in Media

Focuses on groundbreaking and cutting-edge use of any media platform, showcasing new ideas, technologies, or strategies that push the boundaries of traditional media engagement.

This category celebrates the strategic and creative use of various media channels to effectively communicate messages, engage audiences, and achieve business objectives. It includes television, radio, outdoor, print, and innovative media solutions that demonstrate excellence in delivering impactful and results-driven campaigns.

MENA DIGITAL AWARDS

GROUP 9: CRAFT

Cinematography

This subcategory focuses on the visual artistry of a film. It evaluates how the use of camera angles, lighting, shot composition, and movement enhances the storytelling and mood of the film.

Editing

The editing subcategory looks at how the raw footage is transformed into the final product. It considers the pacing, transitions, rhythm, and overall flow, as well as how well the editing supports the narrative.

Sound Design

This category examines the audio elements of a film, including the creation of sound effects, the mixing of dialogue, background music, and how sound influences the atmosphere and emotional impact of the scenes.

Animation

Focuses on the craft of bringing images to life through animation. This includes both 2D and 3D animation techniques, character design, and the fluidity and creativity in the movement and visual storytelling of animated works.

Visual Effects (VFX)

Evaluates the use of visual effects to create, enhance, or alter images in a film. This includes the integration of CGI, special effects, and any post-production techniques that elevate the visual experience and storytelling.

This category recognizes the technical and artistic skills that go into the creation of high-quality digital content. It celebrates excellence in filmmaking, including cinematography, editing, sound design, animation, and visual effects, showcasing the talent and expertise that contribute to the overall production value and creativity of a project.

MENA DIGITAL AWARDS

GROUP 10: DIGITAL CRAFT

User Experience Design

Focuses on creating intuitive, user-friendly designs that enhance overall interaction with digital products.

Interface & Navigation

Highlights the design of clear, easy-to-navigate digital interfaces for better user interaction.

Motion Graphics

Involves the use of animation and video techniques to create dynamic, engaging visual content.

Data Visualization

Presents complex data in clear, visually appealing charts and infographics for easy understanding.

AR/VR Experiences

Creates immersive, interactive experiences using Augmented Reality (AR) and Virtual Reality (VR).

AI-Generated Content

Focuses on content created with the help of artificial intelligence, including text, images, and videos.

Interactive & Game Design

Emphasizes engaging and interactive digital experiences, including games and apps.

E-commerce Innovation

Recognizes innovative solutions that improve online shopping, such as personalized experiences or advanced platforms.

Digital Illustration

Covers custom digital artwork used for enhancing visual storytelling and branding.

Digital Sound Design

Involves creating sound elements that enhance the user experience in digital media.

MENA DIGITAL AWARDS

GROUP 11:SOCIAL & INFLUENCER MARKETING

Influencer Marketing Campaigns

Campaigns leveraging influencers to boost brand awareness and engagement.

Community Management

Managing and nurturing online communities to build strong relationships with audiences.

Social Commerce Campaigns

Campaigns that drive sales directly through social media platforms.

Social Engagement

Campaigns that drive interaction and participation through likes, shares, and comments.

Viral Content Creation

Campaigns creating content that spreads widely and generates significant buzz.

Best Use of Short-Form Video

Creative campaigns using short videos (e.g., Reels, TikTok) to engage audiences.

Social Cause Marketing

Campaigns promoting social or environmental causes to raise awareness and support.

Multi-Platform Social Campaigns

Campaigns using multiple social media platforms to create a unified strategy.

Social Video Strategy

Effective use of video content to engage audiences and boost brand visibility.

Interactive Social Campaigns

Campaigns that involve the audience through polls, quizzes, or contests.

MENA DIGITAL AWARDS

GROUP 12:SPECIAL CATEGORIES

Brand Experience & Activation

Recognizes campaigns that create engaging and memorable consumer experiences, boosting brand awareness and loyalty.

Performance Marketing

Focuses on data-driven marketing strategies that deliver measurable results like conversions and ROI.

Sustainability & Environmental Impact

Recognizes efforts to reduce environmental impact and promote sustainability in business practices.

Creative Effectiveness

Celebrates campaigns where creativity has driven strong results and aligned with business objectives.

Content Marketing Strategy

Highlights effective content strategies that engage audiences and support business goals.

Crisis Communication Response

Recognizes brands that manage and communicate effectively during a crisis to protect their reputation.

Corporate Social Responsibility (CSR)

Celebrates initiatives that demonstrate a brand's commitment to social causes and community impact.

This category highlight outstanding campaigns that go beyond traditional marketing efforts, focusing on unique and impactful strategies in various aspects of business and society. These categories recognize initiatives that not only achieve exceptional results but also demonstrate creativity, responsibility, and positive influence.

MENA DIGITAL AWARDS

GROUP 13:AI EXCELLENCE

Best Use of AI in Creative Campaigns

Recognizes AI-driven campaigns that enhance creativity and content impact.

AI-Powered Data and Insights

Highlights the use of AI to analyze data and extract actionable insights for better decision-making.

Ethical AI in Marketing

Highlights the use of AI to analyze data and extract actionable insights for better decision-making.

AI for Customer Engagement

Awards AI tools that improve customer interaction, such as chatbots and personalized content.

Generative AI for Content Creation

Celebrates the use of AI to generate content like text, images, and videos automatically.

AI for Personalized User Experiences

Highlights AI applications that create tailored user experiences based on data.

AI in Media Planning and Buying

Recognizes AI-driven strategies in optimizing media buying, targeting, and ROI.

Predictive Analytics & AI-Driven Forecasting

Focuses on AI's role in predicting trends and behaviors for better planning.

AI in E-commerce Optimization

Focuses on AI tools that improve e-commerce experiences, such as personalization and inventory management.

AI for Accessibility and Inclusion

Recognizes AI solutions that enhance accessibility and inclusivity for all users.

MENA DIGITAL AWARDS

GROUP 14:INTEGRATED CAMPAIGNS

Multi-Channel Integrated Campaign

Campaigns using multiple communication channels to deliver a unified message across platforms.

Cross-Border Campaigns

Campaigns that successfully adapt and execute across multiple countries or regions.

Cross-Device Campaigns

Campaigns providing a seamless experience across various devices like phones, tablets, and desktops.

Long-Term Integrated Campaign

Campaigns that maintain consistent messaging and engagement over an extended period.

Real-Time Marketing Integration

Campaigns leveraging current events or trends for timely, relevant marketing.

This category recognizes campaigns that deliver a unified and cohesive message across multiple channels, devices, or borders. It focuses on how well different elements (such as digital, social, traditional media, and real-time marketing) work together to engage the target audience, maintain consistency, and achieve campaign objectives.

MENA DIGITAL AWARDS

GROUP 15:DIGITAL ASSETS

E-commerce Site

This subcategory recognizes the best new e-commerce platforms that provide a seamless and user-friendly online shopping experience. Submissions should highlight innovations in website design, functionality, and user interaction that enhance the purchasing process. Criteria may include ease of navigation, mobile responsiveness, security features, and overall customer experience.

Online Product Configurator

This subcategory focuses on innovative tools that allow users to customize or configure products online before purchase. The configurator should be intuitive and offer a personalized shopping experience, such as color, size, features, or style customization. Submissions should demonstrate how these tools improve the user experience, engage customers, and increase conversions.

This category recognizes innovative digital tools or platforms that enhance user experience and contribute to digital transformation. Entries should highlight new features or products that improve functionality, engagement, and overall customer experience.

MENA DIGITAL AWARDS

GRAND WINNERS

GRAND PRIX

One Grand Prix is granted at the MENA Digital Awards and it goes to the highest scoring gold winning entry regardless of category. In the cases that no gold awards are awarded, there will not be a Grand Prix trophy.

AGENCY OF THE YEAR & NETWORK OF THE YEAR

Agency of the Year and Network of the Year goes to the highest overall scoring Agency and Network as per the below scheme. The winning Agency of the Year do not necessarily ensure Network of the Year status as the overall points by all of the Networks' Agencies are taken into consideration to determine Network of the Year:

Grand Prix: 11 points	Gold: 9 points	Silver: 7 points	Bronze: 5 points	Shortlist: 3 points

AGENCY OF THE YEAR

If a shortlisted or winning entry has both Lead Agency and Support agency, the points awarded to the entry will be divided and allocated equally among the agencies credited. The Entry can have more than One Support Agency.

NETWORK OF THE YEAR

If a shortlisted or winning entry has both Lead Agency and Support agency, the points awarded to the entry will be divided and allocated equally among the agencies credited. If the agencies sharing the points are from the same Network, the total will go to that Network. Nevertheless, if Agency A belongs to Network A and wins an MDA Award with Agency B (which belongs to Network B), then the points will be divided and shared equally between both Networks. If Agency A belongs to Network A but the second agency is independent half the points will go to Network A. The Entry can have more than One Support Agency.

MENA DIGITAL AWARDS

MENA DIGITAL AWARDS

ENTRY KIT 2027