

PR

Winners 2020 / 2021



Title	Brand	Product/Service	Category	Entrant Company	Location	PR Company	Location
Grand Prix							
EVERY DROP COUNTS	MIYAHUNA	WATER CONSERVATION CAMPAIGN THROUGH THE WMI FUNDED BY USAID JORDAN	Use of Social in a PR campaign	MEMAC OGILVY, Amman	JORDAN	MEMAC OGILVY Amman	JORDAN
Gold							
NO EYE IN JUSTICE	RISE FOR GOOD	WOMEN RIGHTS	Not-for-profit / Charity / Government	LEO BURNETT JORDAN, Amman	JORDAN	LEO BURNETT JORDAN Amman	JORDAN
HEBREW CARD	ABU DHABI INVESTMENT OFFICE (ADIO)	HEBREW CARD	Use of Social in a PR campaign	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	ELEVEN PR Dubai	UNITED ARAB EMIRATES
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	Market Disruption	? AND US, Dubai	UNITED ARAB EMIRATES	? AND US Dubai	UNITED ARAB EMIRATES
Silver							
TRADITIONAL VIRGINITY TEST	M.A.L.I	WOMEN VIRGINITY TEST KIT	Not-for-profit / Charity / Government	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES		
THE KITCHEN IS FOR EVERYONE	GENERAL MILLS	BETTY CROCKER	Corporate Image, Communication & Reputation Management	VMLY&R, Dubai	UNITED ARAB EMIRATES	ASDA'A BCW Dubai	UNITED ARAB EMIRATES
EQUALITY SPELL CHECK	LENOVO	CORPORATE BRAND	Internal Communications & Employee Engagement	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES		
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	Research, Data Analytics & Insight Generation	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES		
Bronze							
EVERY DROP COUNTS	MIYAHUNA	WATER CONSERVATION CAMPAIGN THROUGH THE WMI FUNDED BY USAID JORDAN	Not-for-profit / Charity / Government	MEMAC OGILVY, Amman	JORDAN	MEMAC OGILVY Amman	JORDAN
#EVERYONESKINGDOM	MOBILY	MOBILY	Business Citizenship / Corporate Responsibility & Environmental	MOBILY, Riyadh	SAUDI ARABIA	M&C SAATCHI Dubai	UNITED ARAB EMIRATES
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	Sponsorship & Brand Partnership	? AND US, Dubai	UNITED ARAB EMIRATES	? AND US Dubai	UNITED ARAB EMIRATES
NO EYE IN JUSTICE	RISE FOR GOOD	WOMEN RIGHTS	Use of Social in a PR campaign	LEO BURNETT JORDAN, Amman	JORDAN	LEO BURNETT JORDAN Amman	JORDAN
THE WORLD'S TALLEST DONATION BOX	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	Real-time Response	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES, Dubai	UNITED ARAB EMIRATES	MARKETTIERS4DC London	UNITED KINGDOM
PROTECTSET	MOBILY	MOBILY ESPORTS	Use of Technology	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES	MARKETTIERS4DC London WEBER SHANDWICK MENA Dubai	UNITED KINGDOM UNITED ARAB EMIRATES
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	Social Behaviour & Cultural Insight	HOME CENTRE, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	UNITED ARAB EMIRATES
THE KITCHEN IS FOR EVERYONE	GENERAL MILLS	BETTY CROCKER	Social Behaviour & Cultural Insight	VMLY&R, Dubai	UNITED ARAB EMIRATES	ASDA'A BCW Dubai	UNITED ARAB EMIRATES