

# WINNERS 2022

## Media



Title	Brand	Product/Service	Category	Entrant Company	Location	Media Placement	Location
<b>Grand Prix</b>							
DESPAIR NO MORE	TENA	TENA	Healthcare	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ZENITH Dubai	UNITED ARAB EMIRATES
<b>Gold</b>							
THE DONATION PLATE	MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE 100 MILLION MEALS INITIATIVE	Not-for-profit / Charity / Government	GOVERNMENT OF UAE MEDIA OFFICE, Dubai	UNITED ARAB EMIRATES	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	Use of Ambient Media: Large Scale	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES		
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	Use of Events / Stunts	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES		
THE WARM WINTER LIVESTREAM	MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE WARM WINTER INITIATIVE	Use of Social Platforms	GOVERNMENT OF UAE MEDIA OFFICE, Dubai	UNITED ARAB EMIRATES	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
<b>Silver</b>							
THE WARM WINTER LIVESTREAM	MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE WARM WINTER INITIATIVE	Not-for-profit / Charity / Government	GOVERNMENT OF UAE MEDIA OFFICE, Dubai	UNITED ARAB EMIRATES	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
DON'T SLEEP ON IT	IKEA	BREAST CANCER AWARENESS - CUSHION	Use of Ambient Media: Small Scale	LEO BURNETT, Riyadh	SAUDI ARABIA	STARCOM Jeddah	SAUDI ARABIA
#THEMISSINGPEACE	UN WOMEN LEBANON	WOMEN'S RIGHTS NGO	Use of Social Platforms	LEO BURNETT, Beirut	LEBANON	LEO BURNETT Beirut	LEBANON
PASTA ASSASSINS	LIAMO	LIAMO PASTA	Media Insights & Strategy	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	OMD Dubai	UNITED ARAB EMIRATES
<b>Bronze</b>							
CHICKENSTOCK	KFC	KFC	Travel, Leisure, Retail, Restaurants & Fast Food Chains	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	HEARTS & SCIENCE Dubai	UNITED ARAB EMIRATES
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	Use of Print / Outdoor	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES		

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THE SOCIAL DISTANCING PRAYER MAT	DETTOL	DETTOL	Use of Ambient Media: Small Scale	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADCOM LEO BURNETT Karachi	PAKISTAN
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	Use of Ambient Media: Large Scale	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES		
THE UNEXPECTED REROUTE	STC	CUSTOMER EXPERIENCE	Use of Digital Platforms	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
KELNA DAKETRA	MTV	MTV VACCINATION CAMPAIGN	Social Behaviour & Cultural Insight	TBWA\RAAD, Beirut	LEBANON		
HIDDEN GYMS	GYMKUMA	GYMKUMA ACTIVEWEAR	Breakthrough on a Budget	WUNDERMAN THOMPSON, Amman	JORDAN		
#WEAREUNBREAKABLE	MTV LEBANON	MTV	Corporate Purpose & Social Responsibility	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES		