

# WINNERS 2022

## Social & Influencer



Title	Brand	Product/Service	Category	Entrant Company	Location
<b>Grand Prix</b>					
DESPAIR NO MORE	TENA	TENA	Social Behaviour & Cultural Insight	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>Gold</b>					
THE UNEXPECTED REROUTE	STC	CUSTOMER EXPERIENCE	Innovative Use of Influencers	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA
DESPAIR NO MORE	TENA	TENA	Co-Creation & User Generated Content	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>Silver</b>					
CREATE2EXTREMES	PORSCHE	PORSCHE TAYCAN CROSS TURISMO	Innovative Use of Community	KEKO FZ-LLC, Dubai	UNITED ARAB EMIRATES
THE DONATION PLATE	MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE 100 MILLION MEALS INITIATIVE	Social Behaviour & Cultural Insight	GOVERNMENT OF UAE MEDIA OFFICE, Dubai	UNITED ARAB EMIRATES
HOW TO GROW RICH DURING THE PANDEMIC	EMIRATES NBD	PUBLIC SERVICE AWARENESS	Corporate Purpose & Social Responsibility	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
<b>Bronze</b>					
DESPAIR NO MORE	TENA	TENA	Healthcare	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
STUCK	DUBAI SCIENCE PARK	PARALYSIS AWARENESS	Healthcare	TECOM GROUP - DUBAI SCIENCE PARK	UNITED ARAB EMIRATES
#THEMISSINGPEACE	UN WOMEN LEBANON	WOMEN'S RIGHTS NGO	Innovative Use of Community	LEO BURNETT, Beirut	LEBANON