

WINNERS 2022

Brand Experience & Activation



Title	Brand	Product/Service	Category	Entrant Company	Location
Grand Prix					
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	Not-for-profit / Charity / Government	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES
Gold					
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	Media / Entertainment	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE WIDER WEB	ETISALAT	ETISALAT	Consumer Services / Business to Business	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
OFFLINE HOUR	PIZZA HUT	PIZZA HUT PIZZA	Breakthrough on a Budget	M&C SAATCHI, Dubai	UNITED ARAB EMIRATES
Silver					
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	Use of Ambient Media: Large Scale	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	Guerrilla Marketing & Stunts	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES
BMW MUSEUM OF SOUNDS	BMW	BMW M	Customer Acquisition & Retention	SERVICEPLAN MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
OFFLINE HOUR	PIZZA HUT	PIZZA HUT PIZZA	Use of Mobile & Devices	M&C SAATCHI, Dubai	UNITED ARAB EMIRATES
Bronze					
BMW MUSEUM OF SOUNDS	BMW	BMW M	Consumer Goods	SERVICEPLAN MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	Use of Ambient Media: Large Scale	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
WHO'S YOUR CABBIE	RTA	RTA TAXI	Use of Ambient Media: Large Scale	VMLY&R, Dubai	UNITED ARAB EMIRATES
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	Use of Print or Outdoor	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	Guerrilla Marketing & Stunts	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
READ THE LABEL	BARAKAT	JUICES	Customer Retail / In-Store Experience	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE WIDER WEB	ETISALAT	ETISALAT	Tech-led Brand Experience	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES