

WINNERS 2022

Creative Effectiveness



Title	Brand	Product/Service	Category	Entrant Company	Location
Creative Effectiveness Grand Prix					
THE NEW NATIONAL ANTHEM EDITION	ANNAHAR	ANNAHAR NEWSPAPER	Media / Entertainment	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
Gold					
BLOOD UNITY	DONNER SANG COMPTER	ASHURA	Not-for-profit / Charity / Government	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
BLOOD UNITY	DONNER SANG COMPTER	ASHURA	Creative Effectiveness for Good	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
Silver					
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	Travel, Leisure, Retail, Restaurants & Fast Food Chains	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
SHIFT+K+F+C	KFC	KFC	Acquisition & Retention	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
Bronze					
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	Acquisition & Retention	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	Breakthrough on a Budget	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
AS FAR AS WE GO	ALMOSAFER	RAMADAN POV	Challenger Brand	FP7 McCANN, Dubai	UNITED ARAB EMIRATES