

WINNERS 2022

Entertainment



Title	Brand	Product/Service	Category	Entrant Company	Location	Production Company	Location
Grand Prix							
IT'S POSSIBLE	UAE GOVERNMENT MEDIA OFFICE	IT'S POSSIBLE DOCU-SERIES	Fiction & Non-Fiction Films: 5-30 minutes	VIRTUE WORLDWIDE, Dubai	UNITED ARAB EMIRATES	VICE ARABIA FZ LLC Dubai	UNITED ARAB EMIRATES
Gold							
DESPAIR NO MORE	TENA	TENA	Audience Engagement or Distribution Strategy for Branded Content	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	BIG KAHUNA FILMS Dubai ANGHAMI Dubai TUNEFORK STUDIOS & MARC CODSI Beirut	UNITED ARAB EMIRATES LEBANON
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	Sports: Live Experience	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	JACK MORTON WORLDWIDE Dubai	UNITED ARAB EMIRATES
Silver							
THE UNEXPECTED REROUTE	STC	CUSTOMER EXPERIENCE	Talent: Digital & Social	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	FORWARD FILM Riyadh	SAUDI ARABIA
Bronze							
YMCA SELF CHECK	FRIENDS OF CANCER PATIENTS	BREAST CANCER AWARENESS MONTH	Audience Engagement or Distribution Strategy for Branded Content	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
IT'S POSSIBLE	UAE GOVERNMENT MEDIA OFFICE	IT'S POSSIBLE DOCU-SERIES	Talent: Film, Series & Audio	VIRTUE WORLDWIDE, Dubai	UNITED ARAB EMIRATES	VICE ARABIA FZ LLC Dubai	UNITED ARAB EMIRATES
PATIENCE IS ALWAYS FRUITFUL	LAMAR	LAMAR MILK	Digital & Mobile Games	KAIRO, Cairo	EGYPT	KAIRO Cairo	EGYPT
STAYIN ON YAS	YAS ISLAND ABU DHABI	STAY AND PLAY	Use of Original / Licensed / Adapted Composition	MOMENTUM MENA, Dubai	UNITED ARAB EMIRATES	DEJÁVU Dubai	UNITED ARAB EMIRATES