

WINNERS 2022

PR



Title	Brand	Product / Service	Category	Entrant Company	Location	PR Company	Location
Grand Prix							
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	Media / Entertainment	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI Dubai	UNITED ARAB EMIRATES
Gold							
WHO'S YOUR CABBIE	RTA	RTA TAXI	Use of Events & Stunts	VMLY&R, Dubai	UNITED ARAB EMIRATES		
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	Social Behaviour & Cultural Insight	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	RED HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
Silver							
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	Use of Events & Stunts	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	RED HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	Use of Events & Stunts	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES	MARKETTIERS London	UNITED KINGDOM
MEET SARHA	STC	5G NETWORK	Use of Technology	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	Local Brand	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI Dubai	UNITED ARAB EMIRATES
Bronze							
DESPAIR NO MORE	TENA	TENA	Healthcare	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI Dubai	UNITED ARAB EMIRATES
MEET SARHA	STC	5G NETWORK	Consumer Services / Business to Business	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
HERE'S TO BEIRUT	BEIRUT HERITAGE INITIATIVE (BHI)	HERE'S TO BEIRUT HANDCRAFTED GLASSES	Not-for-profit / Charity / Government	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES		
DESPAIR NO MORE	TENA	TENA	Social Engagement	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI Dubai	UNITED ARAB EMIRATES
THE LAST POSSESSIONS	SAVE THE CHILDREN	SAVE THE CHILDREN CHARITY	Brand Voice & Strategic Storytelling	VMLY&R, Dubai	UNITED ARAB EMIRATES	VMLY&R Dubai	UNITED ARAB EMIRATES
THE SOCIAL DISTANCING PRAYER MAT	DETTOL	DETTOL	Social Behaviour & Cultural Insight	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	PH SOLUTIONS PK Karachi	PAKISTAN
#WEAREUNBREAKABLE	MTV LEBANON	MTV	Corporate Purpose & Social Responsibility	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES		