

Brand Experience & Activation

Winners 2020 / 2021



Title	Brand	Product/Service	Category	Entrant Company	Location
Grand Prix					
NOISE-O-METER	BOSE	BOSE NOISE CANCELLING HEADPHONES 700	Durable Consumer Goods including Automotive	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES
Gold					
INDIA DEGA AASHIRVAD	KRBL LIMITED	INDIA GATE RICE	Corporate Social Responsibility (CSR) / Corporate Image	THE CLASSIC PARTNERSHIP, Dubai	UNITED ARAB EMIRATES
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	Use of Ambient Media: Small Scale	? AND US, Dubai	UNITED ARAB EMIRATES
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	Use of Mobile & Devices	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	Sponsorship & Brand Partnership	? AND US, Dubai	UNITED ARAB EMIRATES
Silver					
THE KING OF INTERNET	CONNECT	CONNECT INTERNET SERVICES	Guerrilla Marketing & Stunts	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	Exhibitions / Installations	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
HUNGER INSURANCE	SNICKERS	CHOCOLATE	Integrated Campaign led by Brand Experience & Activation	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FORGOTTEN NAMES	ETISALAT UAE	BRAND	Social Behaviour & Cultural Insight	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
Bronze					
SHIFT+K+F+C	KFC	KFC	Travel, Leisure, Retail, Restaurants & Fast Food Chains	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	Travel, Leisure, Retail, Restaurants & Fast Food Chains	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
EQUALITY SPELL CHECK	LENOVO	CORPORATE BRAND	Corporate Social Responsibility (CSR) / Corporate Image	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES
THE WORLD'S TALLEST DONATION BOX	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	Use of Ambient Media: Large Scale	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES, Dubai	UNITED ARAB EMIRATES
MCDONALD'S RAMADAN IFTAR SAND CLOCK	MCDONALD'S	RAMADAN MEAL	Use of Print or Outdoor	LEO BURNETT, Riyadh	SAUDI ARABIA
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	Use of Print or Outdoor	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
MARTIAN INK	THE UAE GOVERNMENT MEDIA OFFICE	THE MARTIAN VISA	Guerrilla Marketing & Stunts	GOVERNMENT OF UAE MEDIA OFFICE, Dubai	UNITED ARAB EMIRATES
ASTRONOMICAL SALES	MASTERCARD	FINANCIAL	Customer Acquisition & Retention	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
GIVE THE VOICE A BREAK	KITKAT	KITKAT	Sponsorship & Brand Partnership	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
LONELY VALENTINE SPECIALS	YUM RESTAURANTS INTERNATIONAL - KFC	KFC	Social Behaviour & Cultural Insight	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
#FIRSTARABICCOUNTDOWN	THE UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	Social Behaviour & Cultural Insight	GOVERNMENT OF UAE MEDIA OFFICE, Dubai	UNITED ARAB EMIRATES