

Creative Strategy

Winners 2020 / 2021



Title	Brand	Product/Service	Category	Entrant Company	Location
Grand Prix					
PARENTHOOD: REPHRASED	BABYSHOP	BRAND PURPOSE CAMPAIGN	Brave Brands	BABYSHOP, Dubai	UNITED ARAB EMIRATES
Gold					
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	Data & Analytics & Insight	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
THE DOPPELGÄNGER	BURGER KING	VALUE MEAL	Breakthrough on a Budget	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA
Silver					
ROOFTOP FARMS	KNORR	CSR PROGRAM	Strategic Transformation	FP7 McCANN, Cairo	EGYPT
Bronze					
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	Challenger Brand Strategy	HOME CENTRE, Dubai	UNITED ARAB EMIRATES
ASTRONOMICAL SALES	MASTERCARD	FINANCIAL	Challenger Brand Strategy	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
BLOOD UNITY	DONNER SANG COMPTER (DSC)	ASHURA BLOOD DONATION DRIVE	Brave Brands	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
THE KITCHEN IS FOR EVERYONE	GENERAL MILLS	BETTY CROCKER	Strategic Transformation	VMLY&R, Dubai	UNITED ARAB EMIRATES