

Digital

Winners 2020 / 2021



Title	Brand	Product/Service	Category	Entrant Company	Location	Production Company	Location
Grand Prix							
HUNGER INSURANCE	SNICKERS	CHOCOLATE	Integrated Campaign Led by Digital	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai SOUNDS GREAT STUDIOS Dubai	UNITED ARAB EMIRATES
Gold							
DID YOU GET 5G?	SAUDI TELECOM COMPANY	5G	Consumer Services / Business to Business	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	TELFAZ11 Riyadh	SAUDI ARABIA
BURJER KINJ	BURGER KING	BRAND CAMPAIGN	Social Business & Commerce	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA		
THE MAN WHO COULDN'T HANDLE HIS HANDLE	SAUDI TELECOM COMPANY	NEW TWITTER HANDLE	Influencer / Talent	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	DÉJÀVU Dubai	UNITED ARAB EMIRATES
PROTECTSET	MOBILY	MOBILY ESPORTS	Tangible Tech	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES	PIXEL PLUS MEDIA Dubai SONIDO ANTRO Miami JOY FILMS Dubai	UNITED ARAB EMIRATES USA
THE WORLD'S TALLEST DONATION BOX	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	Spatial Tech	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES, Dubai	UNITED ARAB EMIRATES	THE CONFESSIONAL London	UNITED KINGDOM
Silver							
HUNGER INSURANCE	SNICKERS	CHOCOLATE	Fast Moving Consumer Goods	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai SOUNDS GREAT STUDIOS Dubai	UNITED ARAB EMIRATES
SHIFT+K+F+C	KFC	KFC	Travel, Leisure, Retail, Restaurants & Fast Food Chains	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES		
SHIFT+K+F+C	KFC	KFC	Web Service / App	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES		
THE MAN WHO COULDN'T HANDLE HIS HANDLE	SAUDI TELECOM COMPANY	NEW TWITTER HANDLE	Social Video	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	DÉJÀVU Dubai	UNITED ARAB EMIRATES
#FIRSTARABICCOUNTDOWN	THE UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	Social Purpose	GOVERNMENT OF UAE MEDIA OFFICE, Dubai	UNITED ARAB EMIRATES		
#CREATEFORGOOD	TIKTOK	TIKTOK	Innovative Use of Social or Community	THE CLASSIC PARTNERSHIP, Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
INSTAGUARD	KAFA	KAFA	Innovative Use of Social or Community	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES		
WHO DID IT FIRST?	MCDONALD KSA	FAST FOOD CHAIN	Real-time Response	LEO BURNETT, Riyadh	SAUDI ARABIA	LEO BURNETT Riyadh	SAUDI ARABIA
THE WORLD'S TALLEST DONATION BOX	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	Integrated Campaign Led by Digital	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES, Dubai	UNITED ARAB EMIRATES	THE CONFESSIONAL London	UNITED KINGDOM
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	Innovative Use of Technology	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES	THE GOLDMINE FILMS Dubai	UNITED ARAB EMIRATES
Bronze							
ASTRONOMICAL SALES	MASTERCARD	FINANCIAL	Consumer Services / Business to Business	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	MANGO JAM STUDIO Dubai	UNITED ARAB EMIRATES
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	Websites / Microsites	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES		
SECURE YOUR ACCOUNT	EMIRATES NBD	ANTI-PHISHING AWARENESS CAMPAIGN	Social Video	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	DÉJÀVU Dubai	UNITED ARAB EMIRATES
HEBREW CARD	ABU DHABI INVESTMENT OFFICE (ADIO)	HEBREW CARD	Social Business & Commerce	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES		
MASHROU' LEILA 'LILWATAN'	SKEYES CENTER FOR MEDIA AND CULTURAL FREEDOM	FREEDOM OF EXPRESSION	Social Purpose	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEBANON
DUREX EVERY DAY	DUREX	CONDOM	Real-time Response	HAVAS, Dubai	UNITED ARAB EMIRATES	HAVAS Dubai	UNITED ARAB EMIRATES
#SAFETYFORSAFEKEEPERS- BAKLAVA GOT LEGS	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	Influencer / Talent	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEBANON
STORIES OF MECCA	ALMOSAFER	RAMADAN 2020	Co-Creation & User Generated Content	FP7 McCANN RIYADH	SAUDI ARABIA	DÉJÀVU Dubai	UNITED ARAB EMIRATES
GOOGLE STREET FASHION SHOW	MAJID AL FUTTAIM – CITY CENTRE	AUTUMN WINTER 2019	Content Placement	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES	MULLENLOWE MENA Dubai JACK MORTON WORLDWIDE Dubai SEE INSIDE GROUP Dubai	UNITED ARAB EMIRATES
MINIMAL	NISSAN MIDDLE EAST	NISSAN	Overall Aesthetic Design	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES	BELIEVE Santiago	CHILE