

Title	Brand	Product/Service	Category	Entrant Company	Location	Media Placement	Location
Grand Prix							
UNILEVER HAJJ PACK	UNILEVER	LIFEBUOY, SIGNAL TOOTHPASTE, VASELINE PETROLEUM JELLY	Data-Driven Targeting	MAGNA GLOBAL, Dubai	UNITED ARAB EMIRATES		
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	Use of Integrated Media	HOME CENTRE, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	UNITED ARAB EMIRATES
Gold							
POP-UP BOOKS	WHSMITH	CHILDRENS LITERATURE	Use of Mobile & Devices	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	ADCOLONY Dubai UNITY / PROMO FIX Dubai	UNITED ARAB EMIRATES
#CREATEFORGOOD	TIKTOK	TIKTOK	Use of Social Platforms	THE CLASSIC PARTNERSHIP, Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
SHIFT+K+F+C	KFC	KFC	Use of Technology	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES	HEARTS & SCIENCE Dubai	UNITED ARAB EMIRATES
AS FAR AS WE GO	ALMOSAFER	RAMADAN 2019	Challenger Brand	ALMOSAFER, Riyadh	UNITED ARAB EMIRATES	FP7 McCANN Dubai ALMOSAFER Riyadh	UNITED ARAB EMIRATES
THE HANDS I'VE NEVER SEEN	MIO	MIO DETERGENTS	Social Behaviour & Cultural Insight	RAPP MOROC, Casablanca	MOROCCO	RAPP MOROC Casablanca	MOROCCO
BLOOD UNITY	DONNER SANG COMPTER (DSC)	ASHURA BLOOD DONATION DRIVE	Social Behaviour & Cultural Insight	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	UNITED ARAB EMIRATES
Silver							
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	Media / Entertainment	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES		
BLOOD UNITY	DONNER SANG COMPTER (DSC)	ASHURA BLOOD DONATION DRIVE	Not-for-profit / Charity / Government	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	UNITED ARAB EMIRATES
HEBREW CARD	ABU DHABI INVESTMENT OFFICE (ADIO)	HEBREW CARD	Not-for-profit / Charity / Government	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES		
VIOLENCE COVER	INTERNAL SECURITY FORCES / ABAAD	ANTI-DOMSETIC-VIOLENCE	Use of Audio Platforms	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES		
#LOCKDOWNNOTLOCKUP	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	Use of Events / Stunts	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEBANON
GIVE THE VOICE A BREAK	KITKAT	KITKAT	Use of Brand or Product Integration into a Programme or Platform	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	ZENITH Dubai	UNITED ARAB EMIRATES
Bronze							
ZIKRAYAT PLAYLIST	ALZHEIMER'S ASSOCIATION LEBANON	ZIKRAYAT PLAYLIST	Use of Audio Platforms	CHEIL WORLDWIDE, 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	UNIVERSAL MEDIA Dubai	UNITED ARAB EMIRATES
ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	Use of Events / Stunts	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES	CARAT Dubai	UNITED ARAB EMIRATES
CASTROL WELLNESS PROGRAM	CASTROL	CASTROL	Use of Events / Stunts	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES		
NO CEDAR. NO LEBANON.	LEBANESE BASKETBALL FEDERATION (FLB)	BASKETBALL FEDERATION	Use of Events / Stunts	VMLY&R, Dubai	UNITED ARAB EMIRATES	VMLY&R Dubai	UNITED ARAB EMIRATES
SHIFT+K+F+C	KFC	KFC	Use of Digital Platforms	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES	HEARTS & SCIENCE Dubai	UNITED ARAB EMIRATES
INSTAGUARD	KAFA	KAFA	Use of Mobile & Devices	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES		
WHO SAID MEN DON'T CRY?	BURGER KING	SPICY MENU	Use of Social Platforms	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA		
CASTROL CARE FOR CARETAKERS	CASTROL	CASTROL	Data-Driven Targeting	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES		
REPURPOSED MEALS	ARLA FOODS	PUCK	Use of Branded Content created for Digital or Social	PHD, Dubai	UNITED ARAB EMIRATES	PHD Dubai	UNITED ARAB EMIRATES

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HUNGER INSURANCE	SNICKERS	CHOCOLATE	Use of Integrated Media	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	OMD Beirut ANGHAMI Dubai	LEBANON UNITED ARAB EMIRATES
ROOFTOP FARMS	KNORR	CSR PROGRAM	Local Brand	FP7 McCANN, Cairo	EGYPT	MAGNA Cairo	EGYPT
THE MOST VIEWED BILLBOARD IN THE MIDDLE EAST	DUBAI MEDIA CITY	DUBAI MEDIA CITY	Breakthrough on a Budget	DUBAI MEDIA CITY	UNITED ARAB EMIRATES	DUBAI MEDIA CITY	UNITED ARAB EMIRATES