



2020 MEPRA Awards Winners

2020 MEPRA Awards Winners



Techniques

Best Integrated Campaign



GOLD

APCO Worldwide
*University of Wollongong in Dubai's
"Education of the Future"*



SILVER

Hill+Knowlton Strategies:
Gamers Without Borders



BRONZE

Hill+Knowlton Strategies:
Diriyah Season

Best Launch / Live Event / Stunt



GOLD

Hill+Knowlton Strategies:
UFC Fight Island



SILVER

Hill+Knowlton Strategies:
Diriyah Season



BRONZE

APCO Worldwide + markettiers
EDGE: A New Rising in the Region

Supporting Partners



2020 MEPRA Awards Winners



Techniques

Best Use of Data & Insights



GOLD

Weber Shandwick MENAT

Contactless in touch: Mastercard keeps its finger on the pulse of consumer sentiment



SILVER

GREY DOHA

#TruthBottle



BRONZE

Hill+Knowlton Strategies:

Instagram - #ExpressYourself

Best Use of Digital PR



GOLD

Hill+Knowlton Strategies

Instagram - #MonthofGood



SILVER

M Three Marcomms

The Global Manufacturing and Industrialisation Summit Virtual Edition (#GMIS2020)



BRONZE

Hill+Knowlton Strategies:

Twitter #AlwaysPlayItRight

Supporting Partners



2020 MEPRA Awards Winners



Techniques

Best Use of Influencer



GOLD

M&C Saatchi and Discovery
HGTV Guinness World Record attempt



SILVER

Eleven TBWA\RAAD
The Womanity Foundation



BRONZE

Hill+Knowlton Strategies:
Twitter #AlwaysPlayItRight

Best use of Sponsorship



GOLD

Dubai Holding
*Dubai Holding Broadcast Sponsorship
of Al Mansouri's UAE Space Mission via
Dubai Media Incorporated*



SILVER

Atteline
*STEAMathalon x DP World Tour
Championship*



BRONZE

Weber Shandwick MENAT
Umm Al Emarat Park goes NEON

Supporting Partners



2020 MEPRA Awards Winners



Techniques

Best Use of Creative



GOLD

The Mohammed bin Rashid Al Maktoum
Global Initiatives, MullenLowe MENA,
markettiers MENA
The World's Tallest Donation Box



SILVER

BPG Group & Deezer
*Saudi Flow: Making a global brand a
much loved local hero*



BRONZE

Hill+Knowlton Strategies:
Dolby Superheroes

Best Use of Limited Budget



GOLD

APCO Worldwide
*DRIVING DUBAI BACK TO ITS
FAVORITE DESTINATIONS*



SILVER

Atteline
*Liverpool Football Club Retail
Launch*



BRONZE

Emirates Literature Foundation
with Four MENA
*NURTURING A LOVE OF READING &
GIVING A VOICE TO THE VOICELESS*

Supporting Partners



2020 MEPRA Awards Finalists



Techniques

Best use of Traditional Media Relations



GOLD

Hill+Knowlton Strategies
Clash on the Dunes



SILVER

Aster DM Healthcare
The Human Element in Healthcare- Aster DM Healthcare's PR Approach during Covid-19 crisis



BRONZE

Havas PR UAE
AGTHIA GROUP - AL AIN WATER'S GREEN BOTTLE LAUNCH

Best Use of Video



GOLD

Hill+Knowlton Strategies
Dolby Superheroes



SILVER

Etihad Airways
Etihad @Home



BRONZE

Tourism Authority of Thailand
with Four MENA
BRINGING THAILAND TO THE WORLD - VIRTUALLY

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Arts & Culture Campaign



GOLD

Emirates Airline Festival of Literature
with Four MENA
"TOMORROW"



SILVER

Hill+Knowlton Strategies
lthra Connect



BRONZE

BPG Group & Deezer
*Saudi Flow: Making a global brand a
much loved local hero*

Best Business to Business Campaign



GOLD

UPS with Four MENA
*GLOBAL LEADER WITH LOCAL
EXPERTISE*



SILVER

Dell Technologies and Weber
Shandwick MENAT
*Supporting Continuity during a
Pandemic: From Response to Recovery*



BRONZE

Honeywell with Four MENA
*Ensuring a Return-Ready Building in
a Covid-19 World*

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Automotive Campaign



GOLD

Infiniti Middle East with Four MENA
Putting Eyes on Infiniti With 'Eyes on You'



SILVER

Gambit Communications & Alfa Romeo
Putting the Audience in the Driver's Seat!



BRONZE

Gambit Communications & Pagani
The Three Million-Dollar Car!

Best Consumer Goods Campaign



GOLD

Infiniti Middle East with Four MENA
Putting Eyes on Infiniti With 'Eyes on You'



SILVER

BPG Group & Sony Middle East
& Africa
*Delivering a high-impact launch,
with social distancing*



BRONZE

Havas PR UAE
Weetabix Super Mornings

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Consumer Services Campaign



GOLD

Hill+Knowlton Strategies
Dolby Superheroes



SILVER

Emirates Airline Festival of Literature
with Four MENA
"TOMORROW"



BRONZE

BPG Group & Deezer
*Saudi Flow: Making a global brand a
much-loved local hero*

Best Corporate Reputation Campaign



GOLD

Hill+Knowlton Strategies
Diriyah Season



SILVER

EMIRATES WATER AND ELECTRICITY
COMPANY WITH FOUR MENA
STAYING AHEAD OF THE CURRENT



BRONZE

Weber Shandwick MENAT
*Stepping Up Stakeholder Support:
Mastercard Delivers*

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Crisis Communications /Issues Management Strategy



GOLD

M&C Saatchi and Discovery
The strength of Discovery



SILVER

Matrix PR & Financial Services Company
A Financial Services Company was Maliciously Attacked - Now They Have More Loyal Staff & Customers!



BRONZE

Expo 2020 Dubai with Hanover Communications
Expo 2020 Dubai: Protecting & Promoting the UAE's Worker Welfare Legacy

Best Energy or Natural Resources Campaign



GOLD

Emirates Nuclear Energy Corporation with Four MENA
A Historic Year for The UAE



SILVER

GREY DOHA
#TruthBottle



BRONZE

W7Worldwide
Leading the Safety and Wellbeing of the Oil & Gas Sector

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Fashion or Beauty Campaign



GOLD

Hill+Knowlton Strategies
Dyson Coralle launch



SILVER

Atteline
Casio Art Initiative

Best Financial Services Campaign



GOLD

Hill+Knowlton Strategies
SRC - helping citizens climb the housing ladder



SILVER

Hill+Knowlton Strategies
Abu Dhabi Department of Finance | Communicating sovereign bond issuances amidst a global pandemic



BRONZE

Weber Shandwick MENAT
Contactless in touch: Mastercard keeps its finger on the pulse of consumer sentiment

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Food & Beverage Campaign



GOLD

BPG Group & Mazoon Dairy Company
Launch of Mazoon in Oman

Best Government Communications & Public Affairs Campaign



GOLD

Hill+Knowlton Strategies
The Coca-Cola Company takes on water replenishment in the UAE



SILVER

Hill+Knowlton Strategies
Abu Dhabi Department of Finance | Communicating sovereign bond issuances amidst a global pandemic



BRONZE

Weber Shandwick MENAT
Global Women's Forum Dubai 2020

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Healthcare Campaign



GOLD

APCO Worldwide
*4Humanity Launching the World's First
Phase III Inactivated Vaccine for COVID 19*



SILVER

Aster DM Healthcare
*'Our New Earth'- The World Inside is the
World Outside - A Public Health Guide on
New Normal Living: <https://ournew.earth/>*



BRONZE

APCO Worldwide
*"See" Stress Differently with Cigna
Insurance Middle East*

Best Internal Communications Campaign



GOLD

Dubai Holding
CO Campaign



SILVER

Hill+Knowlton Strategies
CISCO #TogetherWeMakePossible



BRONZE

Mubadala Investment Company
*Internal Podcasts: Giving Our
People A Voice*

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Media Campaign



GOLD

IKEA – Al-Futtaim, UAE
Buy with your time



SILVER

W7Worldwide
Pilgrims Are in the Hearts of Our Kings

Best Real Estate / Construction Campaign



GOLD

TOH
Savills: The Rise and Rise of Branded Residences



SILVER

Kekst CNC
Urban: moving the rental journey online

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Non-profit / Humanitarian / Charitable Campaign



GOLD

The Mohammed bin Rashid Al Maktoum
Global Initiatives, MullenLowe MENA,
markettiers MENA
The World's Tallest Donation Box



SILVER

The Mohammed bin Rashid Al
Maktoum Global Initiatives
The Well of hope



BRONZE

THC for World Obesity Federation
Patient Portal & Summit

Best Professional Services Campaign



GOLD

Hill+Knowlton Strategies
*MEIRA, Promoting best practices of
investor relations*



SILVER

BPG Group & KPMG Lower Gulf Limited
*Inspiring Confidence, Empowering
Change: KPMG in the times of COVID-19*



BRONZE

Hill+Knowlton Strategies
MERCER

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Retail Campaign



GOLD

IKEA - Al-Futtaim, UAE
Opening of IKEA Festival Plaza, Jebel Ali



SILVER

APCO Worldwide
DRIVING DUBAI BACK TO ITS FAVORITE DESTINATIONS



BRONZE

BPG Group & The Avenues Mall
Igniting Hope with Zero Budget The Avenues Mall - Kuwait

Best Sports & Recreational Campaign



GOLD

Hill+Knowlton Strategies
Diriyah Season



SILVER

Weber Shandwick MENAT
Baytak Nadeek (Your Home, Your Gym) for SFA



BRONZE

StickyGinger
Juventus FC Jersey

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Sustainability Campaign



GOLD

GREY DOHA
#TruthBottle



SILVER

Hill+Knowlton Strategies
The Coca-Cola Company takes on water replenishment in the UAE



BRONZE

Cadillac and Weber Shandwick MENAT
Cadillac XT6 Carbon-Neutral Ride & Drive

Best Technology Campaign



GOLD

Weber Shandwick MENAT
Stepping Up Stakeholder Support: Mastercard Delivers



SILVER

Hill+Knowlton Strategies
Huawei - Record Breaking Retail Sale



BRONZE

Hill+Knowlton Strategies
Twitter Safety - Spam on Platforms

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Transportation & Logistics Campaign



GOLD

UPS with Four MENA
GLOBAL LEADER WITH LOCAL EXPERTISE



SILVER

Airbus with Four MENA
Future



BRONZE

Cadillac and Weber Shandwick MENAT
Cadillac XT6 Carbon-Neutral Ride & Drive

Best Travel & Tourism Campaign



GOLD

Hill+Knowlton Strategies
UFC Fight Island



SILVER

Etihad Airways
Etihad @Home



BRONZE

Gambit Communications & The Ritz-Carlton
The Ritz-Carlton Grand Tour

Supporting Partners



2020 MEPRA Awards Winners



Sector & Services

Best Campaign - Bahrain



GOLD

Studio Master
#BahrainDeserves - STC Awareness Campaign

Best Campaign - Egypt



GOLD

Hill+Knowlton Strategies
Instagram - #MonthofGood



SILVER

Hill+Knowlton Strategies
Twitter #HeroesOfGood

Best Campaign - Oman



GOLD

BPG Group & Mazoon Dairy Company
Launch of Mazoon in Oman

Best Campaign - Kuwait



GOLD

M&C Saatchi and Discovery
HGTV Guinness World Record attempt



SILVER

BPG Group & The Avenues Mall
Igniting Hope with Zero Budget The Avenues Mall - Kuwait

Supporting Partners



2020 MEPRA Awards Winners



Best Campaign in Market

Best Campaign - Middle East



GOLD

The Mohammed bin Rashid Al Maktoum
Global Initiatives, MullenLowe MENA,
markettiers MENA
The World's Tallest Donation Box



SILVER

Hill+Knowlton Strategies
Instagram - #MonthofGood



BRONZE

Etihad Airways
International Women's Day

Best Campaign - Saudi Arabia



GOLD

Weber Shandwick MENAT
Baytak Nadeek (Your Home, Your Gym) for SFA



SILVER

TOH
The Jewel of the Kingdom - the Launch of Diriyah Gate



BRONZE

BPG Group & Deezer
Saudi Flow: Making a global brand a much loved local hero

Supporting Partners



2020 MEPRA Awards Winners



Best Campaign in Market

Best Campaign - Qatar



GOLD

GREY DOHA
#TruthBottle

Best Campaign - UAE



GOLD

The Mohammed bin Rashid Al Maktoum
Global Initiatives, MullenLowe MENA,
markettiers MENA
The World's Tallest Donation Box



SILVER

Hill+Knowlton Strategies
UFC Fight Island in Abu Dhabi



BRONZE

APCO Worldwide
*4Humanity Launching the World's First
Phase III Inactivated Vaccine for COVID 19*

Supporting Partners



2020 MEPRA Awards Winners



Best COVID-19 Response Campaign

Best COVID-19 Crisis Management



GOLD

Edelman Middle East & Majid Al Futtaim
Majid Al Futtaim



SILVER

Roads and Transport Authority
Covid -19 communications by RTA



BRONZE

Dubai International Financial Centre
with Four MENA
Keeping Business Moving

Best Creative Approach During COVID-19



GOLD

The Mohammed bin Rashid Al Maktoum
Global Initiatives, MullenLowe MENA,
markettiers MENA
The World's Tallest Donation Box



SILVER

Hill+Knowlton Strategies
*Huawei's record-breaking Ramadan
live sale*



BRONZE

The Department of Culture & Tourism Abu
Dhabi and Action Global Communications
*Vogue Fashion's Night In Powered
by Retail Abu Dhabi*

Supporting Partners



2020 MEPRA Awards Winners



Best COVID-19 Response Campaign

Best Internal Communications Response During COVID-19



GOLD

ADNOC/Hill+Knowlton Strategies
ADNOC Inform and protect



SILVER

Edelman Middle East
Abu Dhabi Health Services Company (SEHA)



BRONZE

Landmark Group
Landmark Group's Internal Communications Response During COVID-19



GOLD

Hill+Knowlton Strategies
Gamers Without Borders



SILVER

Weber Shandwick MENAT
Navigating the Pandemic: Abu Dhabi's Healthcare Efforts



BRONZE

Hill+Knowlton Strategies
Dolby Superheroes

Supporting Partners



2020 MEPRA Awards Winners



Best Campaign in Market

Large Agency of the Year



HILL+KNOWLTON STRATEGIES

Small Agency of the Year



MARKETTIERS MENA
Doing things differently

Large In-House Team of the Year



MAJID AL FUTTAIM
*Protecting, enhancing and shining
in 2020*

Small In-House Team of the Year



STANDARD CHARTERED BANK

Supporting Partners



2020 MEPRA Awards Winners



People & Teams

The “Dave Robinson” Award for Outstanding Young Communicator of the Year (Agency)



Karen Youssef, Edelman
Middle East
Sonam Mahadev, Weber
Shandwick MENAT



Omar Batterjee, Hill+Knowlton
Strategies

The “Dave Robinson” Award for Outstanding Young Communicator of the Year (In-House)



Aya Sakoury, NYU Abu Dhabi



Amneh Alkhatib, Siemens Energy

Supporting Partners



2020 MEPRA Awards Winners



People & Teams

Chairman's Lifetime Achievement Award



SAADA HAMMAD

For an outstanding contribution to the industry

Supporting Partners

