2020 MEPRA Awards Winners

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 + marketiers EDGE: A New Rising in the Region
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*
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*
## Best Use of Creative

<table>
<thead>
<tr>
<th>Award</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>The Mohammed bin Rashid Al Maktoum Global Initiatives, MullenLowe MENA, marketeers MENA <em>The World's Tallest Donation Box</em></td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>BPG Group &amp; Deezer <em>Saudi Flow: Making a global brand a much loved local hero</em></td>
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<tr>
<td><strong>BRONZE</strong></td>
<td>Hill+Knowlton Strategies: <em>Dolby Superheroes</em></td>
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</table>

## Best Use of Limited Budget

<table>
<thead>
<tr>
<th>Award</th>
<th>Project Description</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>APCO Worldwide <em>DRIVING DUBAI BACK TO ITS FAVORITE DESTINATIONS</em></td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Atteline <em>Liverpool Football Club Retail Launch</em></td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>Emirates Literature Foundation with Four MENA <em>NUPTURING A LOVE OF READING &amp; GIVING A VOICE TO THE VOICELESS</em></td>
</tr>
</tbody>
</table>
2020 MEPRA Awards Finalists

Supporting Partners

Techniques

### Best use of Traditional Media Relations

- **GOLD**
  - Hill+Knowlton Strategies
  - *Clash on the Dunes*

- **SILVER**
  - Aster DM Healthcare

- **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*
Best Arts & Culture Campaign

**GOLD**
Emirates Airline Festival of Literature with Four MENA “TOMORROW”

**SILVER**
Hill+Knowlton Strategies
Ithra 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
2020 MEPRA Awards Winners

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
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

EGA
Hill+Knowlton Strategies
ACORN
Travelport
hanover
Mubadala
YouGov
unify
EWEC
CARMA
BRAZEN MENA

EMIRATES GLOBAL ALUMINIUM
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*
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
<table>
<thead>
<tr>
<th>Best Food &amp; Beverage Campaign</th>
<th>Best Government Communications &amp; Public Affairs Campaign</th>
</tr>
</thead>
</table>
| **GOLD** BPG Group & Mazoon Dairy Company  
Launch of Mazoon in Oman | **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 |
2020 MEPRA Awards Winners

Supporting Partners

Best Healthcare Campaign
- **GOLD**
  - APCO Worldwide
    - 4Humanity Launching the World’s First Phase III Inactivated Vaccine for COVID-19
- **SILVER**
  - Aster DM Healthcare
- **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
## 2020 MEPRA Awards Winners

### Sector & Services

<table>
<thead>
<tr>
<th>Best Media Campaign</th>
<th>Best Real Estate / Construction Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td><strong>GOLD</strong></td>
</tr>
<tr>
<td>IKEA – Al-Futtaim, UAE <em>Buy with your time</em></td>
<td>TOH <em>Savills: The Rise and Rise of Branded Residences</em></td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td><strong>SILVER</strong></td>
</tr>
<tr>
<td>W7Worldwide <em>Pilgrims Are in the Hearts of Our Kings</em></td>
<td>Kekst CNC <em>Urban: moving the rental journey online</em></td>
</tr>
</tbody>
</table>
### 2020 MEPRA Awards Winners

#### Sector & Services

#### Best Non-profit / Humanitarian / Charitable Campaign

<table>
<thead>
<tr>
<th>Award</th>
<th>Campaign Name</th>
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<tr>
<td>GOLD</td>
<td>The Mohammed bin Rashid Al Maktoum Global Initiatives, MullenLowe MENA, markettiers MENA <em>The World's Tallest Donation Box</em></td>
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<tr>
<td>SILVER</td>
<td>The Mohammed bin Rashid Al Maktoum Global Initiatives <em>The Well of hope</em></td>
</tr>
<tr>
<td>BRONZE</td>
<td>THC for World Obesity Federation <em>Patient Portal &amp; Summit</em></td>
</tr>
</tbody>
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#### Best Professional Services Campaign

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<tr>
<th>Award</th>
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<tbody>
<tr>
<td>GOLD</td>
<td>Hill+Knowlton Strategies <em>MEIRA, Promoting best practices of investor relations</em></td>
</tr>
<tr>
<td>SILVER</td>
<td>BPG Group &amp; KPMG Lower Gulf Limited <em>Inspiring Confidence, Empowering Change: KPMG in the times of COVID-19</em></td>
</tr>
<tr>
<td>BRONZE</td>
<td>Hill+Knowlton Strategies <em>MERCER</em></td>
</tr>
</tbody>
</table>
2020 MEPRA Awards Winners

**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

<table>
<thead>
<tr>
<th>Best Sustainability Campaign</th>
<th>Best Technology Campaign</th>
</tr>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Weber Shandwick MENAT</td>
</tr>
<tr>
<td>GREY DOHA #TruthBottle</td>
<td>Stepping Up Stakeholder Support: Mastercard Delivers</td>
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<td><strong>SILVER</strong></td>
<td>Hill+Knowlton Strategies</td>
</tr>
<tr>
<td>Hill+Knowlton Strategies</td>
<td>Huawei - Record Breaking Retail Sale</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>Hill+Knowlton Strategies</td>
</tr>
<tr>
<td>Cadillac and Weber Shandwick MENAT Cadillac XT6 Carbon-Neutral Ride &amp; Drive</td>
<td>Twitter Safety - Spam on Platforms</td>
</tr>
</tbody>
</table>

Supporting Partners
2020 MEPRA Awards Winners

Sector & Services

Best Transportation & Logistics Campaign
- UPS with Four MENA
  - GLOBAL LEADER WITH LOCAL EXPERTISE
- Airbus with Four MENA
  - Future
- Cadillac and Weber Shandwick MENAT
  - Cadillac XT6 Carbon-Neutral Ride & Drive

Best Travel & Tourism Campaign
- Hill+Knowlton Strategies
  - UFC Fight Island
- Etihad Airways
  - Etihad @Home
- Gambit Communications & The Ritz-Carlton
  - The Ritz-Carlton Grand Tour

Supporting Partners
2020 MEPRA Awards Winners

Sector & Services

Best Campaign - Bahrain
- Studio Master
  - #BahrainDeserves - STC Awareness Campaign

Best Campaign - Egypt
- Hill+Knowlton Strategies
  - Instagram - #MonthofGood
- Hill+Knowlton Strategies
  - Twitter #HeroesOfGood

Best Campaign - Oman
- BPG Group & Mazoon Dairy Company
  - Launch of Mazoon in Oman

Best Campaign - Kuwait
- M&C Saatchi and Discovery
  - HGTV Guinness World Record attempt
- BPG Group & The Avenues Mall
  - Igniting Hope with Zero Budget The Avenues Mall - Kuwait

Supporting Partners
<table>
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<tr>
<th>Best Campaign - Middle East</th>
<th>Best Campaign - Saudi Arabia</th>
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<tr>
<td><strong>GOLD</strong></td>
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<tr>
<td>Hill+Knowlton Strategies</td>
<td>TOH</td>
</tr>
<tr>
<td><em>Instagram - #MonthofGood</em></td>
<td><em>The Jewel of the Kingdom - the Launch of Diriyah Gate</em></td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
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<tr>
<td>Etihad Airways</td>
<td>BPG Group &amp; Deezer</td>
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<tr>
<td><em>International Women’s Day</em></td>
<td><em>Saudi Flow: Making a global brand a much loved local hero</em></td>
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</tbody>
</table>
### 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_
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*
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*

**Best Social Impact Campaign in Response to 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**
<table>
<thead>
<tr>
<th>Category</th>
<th>Winner</th>
<th>Description</th>
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<tbody>
<tr>
<td>Large Agency of the Year</td>
<td>HILL+KNOWLTON STRATEGIES</td>
<td>Protecting, enhancing and shining in 2020</td>
</tr>
<tr>
<td>Large In-House Team of the Year</td>
<td>MAJID AL FUTTAIM</td>
<td></td>
</tr>
<tr>
<td>Small Agency of the Year</td>
<td>MARKETTIERS MENA</td>
<td>Doing things differently</td>
</tr>
<tr>
<td>Small In-House Team of the Year</td>
<td>STANDARD CHARTERED BANK</td>
<td></td>
</tr>
</tbody>
</table>
2020 MEPRA Awards Winners

People & Teams

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

- **HIGHLY COMMENDED**
  - Karen Youssef, Edelman Middle East
  - Sonam Mahadev, Weber Shandwick MENAT

- **WINNER**
  - Omar Batterjee, Hill+Knowlton Strategies

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

- **HIGHLY COMMENDED**
  - Aya Sakoury, NYU Abu Dhabi

- **WINNER**
  - Amneh Alkhatib, Siemens Energy
2020 MEPRA Awards Winners

People & Teams

Chairman's Lifetime Achievement Award

SAADA HAMMAD
For an outstanding contribution to the industry