



2015 MENA Effie Awards Winners List

Category	Campaigns	Brand	Agency	Trophy
GRAND PRIX	Sting Launch Campaign	Sting	Impact BBDO Cairo and OMD - Media Direction	Black
Most Effective Marketing Team of the Year		The Coca-Cola Company		
Most Effective Advertising Agency Office of the Year			FP7/DXB	
Most Effective Media Agency Office of the Year			OMD Dubai	
Most Effective Agency Network of the Year			FP7	
Best Use of CSR - NGO	A mother who protects a child, protects a nation	UNICEF	Memac Ogilvy & Mather	Bronze
	We can teach each other	Dubai Cares	J. Walter Thompson	Silver
	Project Akshar (Alphabets) - Graduating Dubai's labourers from blue-collar to white-collar	SmartLife	FP7/DXB	Gold
Electronics/Computers	HP #BendTheRulesME	Hewlett Packard	OMD Dubai	Silver
	Galaxy A Series-Not the Norm	Samsung Gulf Electronics	Starcom Mediavest Group and Leo Burnett	Silver
Cosmetics and Fragrances	NIVEA Shake It Off	NIVEA	Horizon FCB Dubai and OMD	Bronze
	Gucci Diamond	Gucci	You Experience	Silver
Retail and Luxury	Creating more play in MENA	Fanta	FP7/DXB and Power League Gaming	Silver
	Deliver your Own Pizza	Dominos	J.Walter Thompson KSA	Gold
	The Xperia Aquatech Store - The World's First Underwater Store	Sony Mobile Communications	FP7/DXB	Gold
Non - Food FMCG	Abaya Fashion Revolution	Persil Abaya Shampoo	OMD Dubai and Fuse UAE	Bronze
	Dirt Is Good	OMO	Lowe MENA	Bronze
	Sobhiya	DAC	OMD Dubai and Fuse UAE	Bronze
Automotive	First Made in Algeria Car	Renault Symbol	OMD Algeria	Bronze
	Saving a car that people love to hate	Nissan Juke	TBWA\RAAD	Silver
	The Performer	Chrysler Middle East	Publicis ME, Dubai	Gold
Media	The Performer	Chrysler Middle East	Publicis ME, Dubai	Bronze
	A Journey of Women, Food and Change	MAGGI	Publicis ME, Dubai and MEC	Bronze
	Perfect Harmony	Coca-Cola Middle East & MBC	FP7/DXB and UM MENA	Silver
Travel ,Tourism and Transportation	You're Different in Water	Aquaventure	Lowe MENA	Silver
	Escape To The Park	Park Hyatt Dubai	Staytus	Silver
	Back off Radio	Roads and Transport Authority (RTA)	Geometry Global	Gold
Banking, Finance and Insurance	HSBC Global Connections	HSBC CMB	Mindshare MENA and Grey Group	Bronze
	Shake N' Save	Emirates NBD	FP7/DXB and Liwa Advertising	Bronze
	From Dubai to Delhi in 60 seconds	Emirates NBD	FP7/DXB	Bronze
Best Use of CSR – Corporate Brands	The Price of Water	Arwa	Memac Ogilvy and Mather and Geometry Global	Silver
	Perspectives	Emirates NBD	FP7/DXB	Gold
	touch-Text If you can	touch	J. Walter Thompson Beirut	Gold
Media Idea	The Xperia Aquatech Store - The World's First Underwater Store	Sony Mobile Communications	FP7/DXB	Bronze
	"When you are gone..."	Emirates NBD	FP7/DXB	Silver
	Let's Open Up	Coca-Cola Middle East	FP7/DXB and Memac Ogilvy & Mather Dubai	Gold
Shopper Marketing	Lifebuoy Handle on Hygiene	Lifebuoy	Geometry Global	Bronze
	Wish Upon A Coke	Coca-Cola	Young & Rubicam Dubai and Y&R Labstore Dubai	Bronze
	Nutella has a new name	Nutella	Lowe MENA	Bronze
	From Dubai to Delhi in 60 seconds	Emirates NBD	FP7/DXB	Silver
New Products/Services Category	True White	Sensodyne	Grey Group	Bronze
	Lurpak Cooks Range- Cooking up brand growth	Lurpak	PHD dubai	bronze
	Meet The Do-Minis	Dominos	J.Walter Thompson KSA	silver
	Kees Gawafa	Rani Float	Mindshare MENA	Gold
	Taking on giants	Quaker	DDB	Gold



2015 MENA Effie Awards Winners List

	FROM DARKNESS TO LIGHT	INFINITI Middle East	TBWA\RAAD and Mindshare MENA	Gold
Best Youth Marketing Campaign	Those days are over	Kotex	Mindshare MENA	Bronze
	The Roaming Puppet	Saudi Telecom Company - STC	J.Walter Thompson KSA	Bronze
	Creating more play in MENA	Fanta	FP7/DXB and Power League Gaming	Silver
	Sting Launch Campaign	Sting	Impact BBDO Cairo and OMD - Media Direction	Gold
Telecommunications/Mobiles and Internet	du Tuesday - 2 for 1 Ticket Camapaign	du (Emirates Integrated Telecommunications Company)	Leo Burnett	Bronze
	Control Free	Mobinil	FP7/CAI	Bronze
	#Act_for_good	Mobinil	Leo Burnett	Silver
	The Power of Family	Vodafone	J. Walter Thompson - Cairo	Silver
Personal Care Products	The Xperia Aquatech Store - The World's First Underwater Store	Sony Mobile Communications	FP7/DXB	Gold
	Those days are over	Kotex	Mindshare MENA	Bronze
	Stand Up and Make a Change	Always	Leo Burnett Beirut	Silver
	There Will Be Haters	Adidas	Starcom MediaVest Group	Bronze
Best Use of Social Media	Love & Forget	Herbal Essences	Interesting Times	Bronze
	Geo Plan	Link	FP7/CAI	Bronze
	Project Akshar (Alphabets) - How social crowdsourcing impacted an educational program for blue-collared labourers	SmartLife	FP7/DXB	Silver
	Give Mom Back Her Name	UN Women	Impact BBDO Dubai	Gold
Single Media Company Activation	Let's Open Up	Coca-Cola Middle East	FP7/DXB and Memac Ogilvy & Mather Dubai	Gold
	Give Mom Back Her Name	UN Women	Impact BBDO Dubai	Bronze
	The Biggest Art Gallery in the World	Arabian Contracting Services	J.Walter Thompson KSA	Silver
	7UP Wall of Music	7UP	Impact BBDO Dubai and OMD	Silver
Brand Experience	Back Off Radio	Roads and transport Authority (RTA)	Geometry Global	Gold
	Project Akshar (Alphabets) - Transforming rituals of labour into rituals of learning through the power of media assets	SmartLife & Capital Group	FP7/DXB	Gold
	Project Akshar (Alphabets) - Graduating Dubai's labourers from blue-collar to white-collar	SmartLife	FP7/DXB	Silver
	90 Million Smiles	Chipsy	Impact BBDO Cairo and OMD - Media Direction	Gold
Entertainment & Sports	Let's Open Up	Coca-Cola Middle East	FP7/DXB and Memac Ogilvy & Mather Dubai	Gold
	There Will Be Haters	Adidas	Starcom MediaVest Group	Bronze
	du Tuesday - 2 for 1 Ticket Camapaign	du (Emirates Integrated Telecommunications Company)	Leo Burnett	Silver
	Qatar 2015	24th Men's Handball World Championship	Leo Burnett Doha	Silver
Food & Beverage – FMCG	Abla Fahita's Journey	Abla Fahita	J Walter Thompson Entertainment and J Walter Thompson	Gold
	Creating more play in MENA	Fanta	FP7/DXB	Gold
	Fava Beans - The New Super Food	California Garden	Initiative	Bronze
	A Journey of Women, Food and Change	MAGGI	Publicis ME, Dubai	Bronze
	Nutella has a new name	Nutella	Lowe MENA	Bronze
	Meet The Family	NESCAFE Arabiana	Publicis ME, Dubai	Silver
	The Price of Water	Arwa	Memac Ogilvy and Mather and Geometry Global	Silver
	Mother To a Generation	Nido FortiGrow	Publicis Middle East, Dubai	Silver
	Creating more play in MENA	Fanta	FP7/DXB and Power League Gaming	Gold
	7UP Wall of Music	7UP	Impact BBDO Dubai and OMD	Gold