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## MENA Effie Awards Celebrates 10th Anniversary, Announces Winners

*10th edition of the only marketing effectiveness awards program celebrates best in class work from the region*

Dubai, UAE. 8 November 2018. The 10th anniversary of the MENA Effie Awards took place on November 7 at the Armani Downtown in Dubai, bringing together agencies and clients from the regional industry to celebrate the best marketing campaigns.

Despite economic challenges, this year saw a ten percent increase in entries resulting in a total of 28 Golds, 45 Silvers and 18 Bronzes through the night.

The special awards of the night were:

The prestigious **Grand Prix Award** went to Nissan's "#SheDrives" campaign by TBWA\RAAD, which also won a Silver in the Automotive category and a Gold in the Seasonal Marketing category.

The title of **The Most Effective Advertising Agency Office and Network of the Year** went to FP7/DXB and FP7 MENA, respectively. The network collectively won an overwhelming 43 awards through the night, including 16 Gold, 17 Silver and 10 Bronze trophies.

The title of **The Most Effective Media Agency Office of the Year** went to OMD UAE, which won seven trophies throughout the night.

The **Marketer of the Year** was awarded to Asad Rehman, Media Director at Unilever MENA.

This year also saw the introduction of a new category by MENA Effie Awards in partnership with Dubai

Media City: The SME Recognition Award. With SMEs contributing to 40% of Dubai's GDP alone, MENA Effie wanted to launch a platform to recognize and encourage SMEs to grow even further. The debut award went to Lovin' Dubai for its unique business model and diverse content approach.

Alexandre Hawari, Co-CEO of Mediaquest – the organizer of the MENA Effie Awards – says, “We would like to congratulate all the entrants this year for their impressive efforts, hard work and resilience. We are proud to celebrate our 10th anniversary this year and look forward to many more.”

The MENA Effie Awards aim to establish a gold standard of creative marketing brilliance in the region and is being generously supported this year by *Choueiri*, Main Sponsor; *Al Aan TV*, Strategic Sponsor; SME Category powered by: *Dubai Media City*; *Al Shuala Media*, *Arabnews*, *Hawas TV*, *Max Fashion*, *LinkedIn*, *MMP World Wide*, *Shock ME* and *ATL Media*, Category Sponsors; *Hills Advertising*, Official Outdoor Partner; *Mai Dubai*, Official H2O Partner; *UBER*, Official Transportation Partner; *MEmob*, Data Garden; *Ipsos*, Research Partner; *UPP*, Official Print Partner; *IABC*, Association Partner and *Communicate*, Media Partner.

For the full list of winners, please visit [www.menaeffie.com](http://www.menaeffie.com).

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### About Mediaquest

Mediaquest is one of the region's largest, most successful and most influential privately owned media companies. Established in 2000, Mediaquest's mission is to inform, educate and entertain audiences across the MENA region, thereby building bridges between the Arab world and the West. Mediaquest generates a combined online and offline portfolio of more than 20 titles, covering marketing, communications, women's interests, lifestyle, entertainment and automotive. Reputed brands include: Marie Claire Arabia, Haya magazine and Buro 24/7 Middle East, as well as the highly regarded business-to-business media: TRENDS, Saneou Al Hadath, AMEinfo, and Communicate. Mediaquest's dedicated dotmena network hosts 75 premium websites that attract more than 41 million unique visitors each month. Mediaquest creates, project manages and delivers some of the region's best-known industry events, including arab luxury world, the conference on the business of luxury; the Top CEO Conference and Awards; the Arab Women Forum, the Festival of Media MENA Conference and Awards; the Marie Claire Shoes First; and the prestigious annual MENA Effie Awards, which are recognized as a benchmark for achievement in the region's marketing sphere. For more information, please log on to [www.mediaquestcorp.com](http://www.mediaquestcorp.com)

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