



Nov 18, 2015 Middle East / Africa

2015 MENA Effie Awards Gala

This year's MENA Effie Awards, the annual program that honors the most effective marketing campaigns in the region, were hosted at the Pavillion Armani Hotel on November 18.

More than 1,400 people attended the gala - the finale of one of the most important awards programs on the regional marketing industry's calendar, to celebrate the initiatives, brands and agencies that have had the most measurable impact over the past 12 months.

The 2015 MENA Effie Awards competition was the seventh edition of the annual program, and this year included a total of 25 categories to enter. There were 12 product and service categories and nine specialty categories. There was also a chance to win the Grand Prix award and to be recognized with a special recognition in the MENA Effies, such as Most Effective Marketing Team of the Year, Most Effective Agency Network of the Year, Most Effective Advertising Agency Office of the Year, and Most Effective MENA Media Agency Office of the Year.

"The high standard of entries combined with the rigorous and stringent evaluation procedures mean that it was a very tough competition indeed this year. As organizers of the annual Effie MENA Awards, we are both honored and delighted to have such a range of distinguished figures participating as judges in this year's program. It all adds up to a win in any one of the categories being the highest possible endorsement of the quality and effectiveness of a marketing campaign, brand, advertiser or agency," said Alexandre Hawari, Co-CEO of Mediaquest Corp, one of the organizers of the MENA Effie Awards.

This year's Grand Prix winner was Impact BBDO Cairo and OMD - Media Direction for the Sting Launch Campaign. Advertising agency FP7 received a double win and was awarded Most Effective Agency Office of the Year and Most Effective Agency Network of the Year. The Coca-Cola Company scooped the award for Most Effective Marketing Team of the year. OMD Dubai won the title of Most Effective Media Office of the Year.

Those who excelled at being the most influential entities in the region's marketing sector for the past 12 months were celebrated with a gold Effie:

- Smartlife - FP7/DXB
- Dominos - JWT KSA
- Sony Mobile Communications - FP7/DXB
- Chrysler ME - Publicis ME
- Roads & Transport Authority (RTA) - Geometry Global
- Emirates NBD - FP7/DXB
- touch - JWT Beirut
- Coca-Cola ME - FP7 DXB and Memac Ogilvy & Mather Dubai
- Rani Float - Mindshare MENA
- Quaker - DDB
- Infiniti ME - TBWA/RAAD & Mindshare MENA
- Sting - Impact BBDO Cairo & OMD- Media Direction
- UN Women - Impact BBDO Dubai
- Coca-Cola ME - FP7/DXB & Memac Ogilvy & Mather
- Smartlife - Capital Group & FP7/DXB
- Chipsy - Impact BBDO Cairo & OMD - Media Direction
- Abila Fahita - JWT Entertainment & JWT
- Fanta - FP7/DXB
- Fanta - FP7/DXB & Power League Gaming
- 7UP - Impact BBDO Dubai & OMD

"The MENA Effie Awards has established itself as the lodestone marketing awards program for recognizing ideas that work. The incredible growth of the event since the first ever MENA Effie Awards in 2009 is a testament to the stature that the awards now enjoy in the region's marketing landscape," said Hawari.

This year's MENA Effie Awards was unprecedented in its scope of regional and international judges who sat on the various panels to cast their vote. A total of 102 personalities took part in the deliberation proceedings this year, including such luminary figures as Bob Kiple, Chevrolet Global Marketing, General Motors; Florence du Luart, International Editorial Director, Marie Claire Group, Paris; Stephanie Nerlich, President & CEO, Grey Canada; and Ian Armstrong, Advertising General Manager, Jaguar Land Rover, London. The organizers say that the quality of the panel meant that the winners have the kudos of knowing that their work has been deemed the best by leaders who are preeminent in their fields.

"We would like to congratulate all of the winners as well as the runners up from the 2015 MENA Effie Awards - the competition with so many entrants this year truly was tough. It was a night to remember for everyone who attended and one that further cemented the Effies as the benchmark standard for measurable regional marketing success. I would like to thank everyone who participated and made it such an enjoyable and rewarding event," added Hawari.

The complete winner's list can be found [here](#).

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