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MENA Effie Awards Celebrates 2016 Winners

Winners of the 2016 MENA Effie Awards were celebrated at the Armani Hotel in Dubai on November 9. This marks the eighth edition of the MENA Effie Awards, which honor the most effective marketing campaigns in the region.

More than 1,500 people, including top marketers, attended the celebration. The night's top honor, the Grand Effie, was awarded to Bou Khalil Supermarché and J. Walter Thompson Beirut for their effort, "The Good Note."

Alexandre Hawari, Co-CEO of Mediaquest Corp., said, "The well-considered and creative entries this year attained an extremely high standard, providing a tremendously challenging range of choices."

"We had some of the most notable and highly-regarded regional creative figures participating as judges for Effie Awards to help us distinguish the best marketing campaigns across the region," he added. "Both of these factors mean that all of those who won at this occasion can take great pride in the ultimate regional endorsement towards the quality and effectiveness of a marketing campaign, brand advertiser or agency."

Hawari continued, "As organizers of the MENA Effie Awards, we would like to congratulate all of this year's winners. We would also like to give great credit to the runners-up, who came very close to being worthy winners in close contests. This ceremony proved to be a night to remember for all involved in this benchmark for regional marketing success and I would like to thank everyone who organised and participated in an enjoyable and rewarding evening."

Commenting on the 2016 MENA Effie Awards, Majed Al Suwaidi, Managing Director of Dubai Media City, said, "Dubai Media City sponsored the MENA Effie 2016 Awards to reiterate the importance of fostering a creative ecosystem for the region, especially at a time when the wider industry undergoes a digital transformation. Our endorsement to MENA Effie 2016 stems from our keenness in recognizing our business partners and the wider creative community who are leading change in the evolving advertising industry."

He added, "The engaging and thought-provoking campaigns that we witnessed at the MENA Effie 2016 are a testament of the great work that is being produced regionally. We witnessed some integrated campaigns that showcased how brands are embracing new technologies to engage with consumers in a smarter and more effective way."

To learn more about 2016 MENA Effie Awards winners, click [here](#)>.