



Nov 06, 2019 MENA

MENA Effie Awards Announces Exceptional Roll-Call of 2019 Winners

The eleventh edition of the awards programme took place against a backdrop of mounting competition in the marketing industry.

Dubai, United Arab Emirates, 6 November 2019: The winners of this year's MENA Effie Awards were announced during the awards ceremony that took place on 6th November at the Coca-Cola Arena Dubai. 2,000 top marketing and advertising professionals gathered to celebrate the best marketing in the Middle East and Northern Africa.

This year's expert panel of judges was tasked with assessing a total of 275 shortlisted entries across 35 categories, against a backdrop of mounting competition in the marketing industry.

Alexandre Hawari, CEO of Mediaquest – the organiser of the MENA Effie Awards – commented: "2019 saw tighter budgets, increasing pressure to deliver revenue and growing competition in the industry, but despite this high-pressure environment, marketing professionals have upped the ante with new levels of innovation, creativity and resourcefulness. This is what we look for in our award-winners, who have all successfully faced the challenges by finding ever more strategic and targeted ways to reach audiences and deliver a solid return on investment."

Winning an Effie has become a global symbol of achievement. This year's prestigious 'Grand Prix' went to J. Walter Thompson for the 'The Roaming Puppet' campaign it developed for Saudi Telecom Company.

Other top accolades included 'Marketer of the Year' for Ms. Ozge Zoralioğlu, Chief Marketing Officer of Yum! Brands – KFC MENAPAKT, 'Most Effective Advertising Agency Office of the Year' for FP7 McCann Dubai, 'Most Effective Media Agency Offices of the Year' (ACFS1) for PHD UAE and UM Saudi Arabia and 'Most Effective Agency Network of the Year' for FP7 McCann.

Reflecting the ever-broadening marketing landscape, the MENA Effie Awards 2019 programme included a wide range of industry-specific categories, as well as categories for 'Media Innovation', 'Shopper Marketing' and 'Youth Marketing'. Entrants were also encouraged to showcase their marketing and branding innovation in new categories this year such as 'Food,' 'Beverages Alcoholic and Non-Alcoholic,' 'Healthcare Services,' 'Household Goods Supplies and Services,' 'Snack and Desserts,' 'David vs. Goliath,' 'Positive Change' categories, 'Sustained Success' categories and 'Small Budget' categories.

Hawari added: "We would like to congratulate all of this year's entrants and winners for their outstanding efforts, and thank our judges for generously lending their time and expertise to assessing what has been the most impressive range of entries to date."

Pierre Choueiri, Choueiri Group's Chairman and CEO at Choueiri Group added, "Choueiri Group's long-term association with the MENA Effie Awards continues to be strengthened on the foundation of shared values. We are delighted to have played a role in making this year's 11th installment a reality and congratulate all the winners who embraced innovation and creativity to deliver stronger and more effective marketing solutions.

Commenting on the partnership and the creation of the new Award, MBC's Group Commercial Director Sharif Badreddine said: "It's only natural or rather mandatory for us to be partnering with the MENA Effie Awards. Commercial Advertising is the backbone of strong Media. No Media can grow and flourish without sustained revenues, on top of which comes Advertising." Badreddine concluded: "We've always tried to grow the Ad market and Ad spend in MENA, for us to be able to invest even more in premium content production and acquisition - thus propelling Arab consumers' Media experiences to new heights, as per global standards."

The MENA Effie Awards aims to establish a gold standard for marketing effectiveness in the region, and is generously supported this year by The Choueiri Group as the Main Sponsor. The Strategic Partner is MBC Group; the SME Category is powered by Dubai Media City; Entertainment Partner is ATL; Official Music Partner is Spotify; Official English Media Partner is Arab News; Effie Society Partners are Brandipplr, Dyson, Group Plus and MMP World Wide; Radio Partner is Shock Middle East; Official Outdoor Partner is Hills Advertising; Location Architect is MEMob; Official Print Partner is United Printing Press; Official Transportation Partner is Careem; Design and Creative Partner is BOND and the Media Partner is Communicate.

[View the full list of 2019 winners here.](#)

ABOUT MEDIAQUEST:

Mediaquest is one of the largest and most influential privately-owned media houses in the Middle East and North Africa region.

Established in 2000, Mediaquest remains at the forefront of the regional media landscape through its diverse set of brands targeting from business leaders, fashionistas, mature to millennials in the region and beyond. The company has adopted new technologies and data management to enhance the effectiveness of multimedia content creation, production, and marketing. With offices in Dubai, Riyadh, Algiers, Beirut, and Paris, Mediaquest is committed to being an important part of the Middle East Knowledge Economy. Mediaquest generates a combined portfolio of more than 20 brands, covering business, marketing, communications, women's interests, lifestyle, and entertainment. Its reputed brands include Marie Claire Arabia, Haya, and Buro 24/7 Middle East, as well as the highly regarded business-to-business titles TRENDS, AMEinfo, Saneou Al Hadath and Communicate.

Mediaquest's dedicated MEMob+ Data Mining Platform offers a full-service mobile campaign management solution for engaging with consumers on every step of their path to purchase. The platform helps to automate audience building at scale in real-time, measure the success of advertising through dwell-based micro-attribution, and unlock predictive insights to learn more about the customers, to refine the marketing and advertising strategies.

Mediaquest creates, manages and delivers some of the region's best-known industry events, including the Arab Luxury World Conference & Awards; the Top CEO Conference & Awards; the Arab Women Forum; the Saudi IT and Tech Expo; Marie Claire Shoes First; the Parent and Child Wellbeing Conference Dubai and

Saudi Arabia; the Festival of Media MENA Conference and Awards; the Saudi Summit (Roadshow); the Saudi Fashion and Beauty Week and the MENA Effie Awards.

For more information contact:

Nicole Samonte, Marketing Executive – Mediaquest

Phone: +971 4 3697573

Email: n.samonte@mediaquestcorp.com