



Regional Marketing Excellence Celebrated at the Gemas Effie Mena Awards 2011

- **OMD sweeps the board with twelve awards**
- **Interesting Times Beirut take home the Grand Prix Award**
- **Group Head of Marketing & Communication, Bank Audi sal – Audi Saradar Group is named Gemas Marketer of the Year**
- **Leo Burnett scoops four awards across four categories**

Dubai, UAE, November 26, 2011: One of the most eagerly anticipated events on the Middle East's business calendar took place this weekend to reveal the region's top marketing works for 2011. Following weeks of collating entries and a rigorous judging process, almost 1,000 industry professionals from across the region attended the Gemas Effie Mena Awards 2011, organised by *Gulf Marketing Review*, published by Mediaquest Corp., at the Madinat Jumeirah, Dubai.

Gold, silver and bronze awards were handed out across 13 categories, covering all business sectors, with the ultimate prize going for the Grand Prix award.

Sponsored by Choueiri Group, the Grand Prix award was presented by the CEO of Choueiri Group, Mr. Pierre Choueiri, to Interesting Times Beirut, for their work for Snowball SAL on the 'Courage is Contagious' campaign.

Big winners on the night included OMD who took home twelve awards, including two gold, five silver and five bronze. The agency was recognised for their work across many categories. Two gold went to the best use of CSR (Henkel – Egypt is My Country or – El Balad Baladna) and Non food-FMCG (Henkel – El Balad Baladana – The Country is ours). Five silver went to the best Sports Marketing Campaign (PepsiCo – Mountain Dew – Bravest Two); Retail/Cosmetics and Fragrances (Marico Egypt Industries – Haircode Sachet); FMCG (PepsiCo – Chipsy World Food Program); Non-food FMCG (Persil Abaya Shampoo – Mission Innovation – Arwa3 Abaya III); Best New Product Launch (Cornelli Ice Cream – It's About Time). While the bronze awards went to FMCG (Pepsico – Mountain Dew – Bravest Two); Non-food FMCG (Henkel – Fulfill Your Dream) and (Marico Egypt Industries – Haircode Sachet Campaign); Best Youth Marketing Campaign (PepsiCo – Mountain Dew – Bravest Two); Telecom/Mobile/Internet (du - Emirates Integrated Telecommunication Co. – Open Your Heart).

Other gold award winners included Mindshare Mena in the automotive category for their work for Nissan Middle East – Tiida Troops; Leo Burnett Beirut in the Banking, Finance and Insurance category with Bank Audi sal – Audi Saradar Group – Bank Audi Loubnani Card; Impact BBDO Beirut in the CSR sector with Lebanese Broadcasting Corporation – Cheyef 7alak; Grand Prix winners Interesting Times Beirut also took gold in the Best New Product Launch with their Courage is Contagious campaign for Snowball SAL; and Memac Ogilvy & Mindshare Tunisia in the Media category with their campaign June 16th 2014 for Délice Group.

Starcom MediaVest Group was awarded two silver Effies in the Automotive and Non food-FMCG categories for their Battle of the Garages campaign with Chevrolet Silverado and Man Up campaign with Procter & Gamble. Mindshare MENA & Tattoo360 took a bronze in the New Product Launch category for their Juke Band campaign with Nissan Middle East.

The Gemas Marketer of the Year award, sponsored by Cadillac, recognises and honours excellence in marketing in the region, and was awarded to Ramzy Abou-Ezzedine, Group Head of Marketing & Communication, Bank Audi sal – Audi Saradar Group (Lebanon).

“The winner is someone who through strategy, innovation and communication excellence has been responsible for making their brand, product or service an outstanding success. Working with fish eye analytics we identified 50 potential marketers and narrowed it down to Mr. Abou-Ezzedine for his outstanding work with Bank Audi sal – Audi Saradar Group,” said Julien Hawari, co-CEO of Mediaquest Corp.

The Awards are judged by a panel of regional and international marketing experts based upon quantifiable and measurable results from marketing campaigns that have run in one or more Mena countries. Combining the global heritage of 41 years of Effie Awards, and the long-running regional expertise of the Gulf Effectiveness in Marketing Awards (Gemas), winners are brands that can prove they have met a marketing challenge with an idea big enough and effective enough to win the hearts and minds of consumers.

“The winners of Effies awards are brands that could prove they had met a marketing challenge with an idea big enough and effective enough that won the hearts and minds of their consumers,” said Judd Labarthe, chairman of the judging panel, representing Effie Worldwide, an Executive Planning Director of G2 Germany and an Effies veteran who has served as a judge and moderator of the Global, Euro, Asia-Pacific and Singapore Effies, and as an advisor to Effie organizing committees in Sri Lanka, Malaysia and Croatia. He also co-created and launched the Asia-Pacific Effies, and is a member of the Effie Worldwide Advisory Board.

Julien Hawari, said: “This year’s Gemas Effie Mena Awards had an incredible turn out with almost 1,000 marketing professionals from across the Mena region coming to Dubai to celebrate the work of the past year. Recognising the most effective marketing communication campaigns of the year is vital in keeping the creativity and fun alive among regional professionals, showcasing exactly what the Middle East has to offer. We are lucky enough to have a wide range of nationalities, cultures and minds across the Mena region, and we therefore benefit from an amazing array of ideas and concepts.”

“We would also like to thank our sponsors for their contributions and continuous support, including: Choueiri Group as main sponsor; Cadillac as strategic sponsor; plus Zee Aflam, Daman, Barbican, Yahoo! Maktoob, Ipsos, Habanos, Ghraoui Chocolate, Bassam Fattouh, N Style, and dotmena online network as category sponsors,” Hawari added.

For more information on this year’s winners, please go to: <http://gemaseffie.com>