



Winners List
 Gemas Effie Mena Awards 2011
 November 24, 2011 - Dubai, UAE

Category	Brand/Client	Agency	Campaign Title	Award
Grand Prix	Snowball SAL	Interesting Times Beirut	Courage is Contagious	PLATINUM
Travel, Tourism and Transportation	Intercontinental Hotels Group	Promoseven360 & MRM Worldwide	Meet & Treat Incentive Campaign	BRONZE
Media	SABCO Media SAOC	Memac Ogilvy & Mather Dubai	Tune in to the Mix	BRONZE
Media	Wataniya Telecom	Zenithmedia Kuwait	Wataniya TV	BRONZE
Media	UNPA L'Epi d'or, Groupe Delice, Danone, Tunisiana, Sotubi, Sotuchoc	Memac Ogilvy & Mindshare Tunisia	June 16th 2014	GOLD
Automotive	General Motors	Starcom MediaVest Group	Battle of the Garages - Chevrolet Silverado	SILVER
Automotive	Nissan Middle East	Mindshare MENA	Tiida Troops	GOLD
Electronics /Computers				NO WINNER
Sports Marketing Campaign	adidas	MediaVest & Sweetwater International	Need for Speed - F50	BRONZE
Sports Marketing Campaign	Red Bull	Interesting Times Beirut	Screaming Fans Say it Best	BRONZE
Sports Marketing Campaign	PepsiCo	OMD	Mountain Dew - Bravest Two	SILVER
Banking, Finance and Insurance	HSBC Bank Middle East	JWT Dubai & Mindshare MENA Dubai	The HSBC Sale	SILVER
Banking, Finance and Insurance	Bank Audi sal - Audi Saradar Group	Leo Burnett Beirut & Starcom MediaVest Group	Bank Audi Loubnani Card	GOLD
Retail/ Cosmetics and Fragrances	Chalhoub Group Retail (Faces Beauty Store)	Havas Digital ME, MPG ME, EURO RSCG ME, and Euro RSCG Corp Communications	What Kind of Beauty Are You?	BRONZE
Retail/ Cosmetics and Fragrances	Marico Egypt Industries	OMD Egypt & DDB	Haircode Sachet	SILVER
FMCG	PepsiCo	OMD	Mountain Dew - Bravest Two	BRONZE
FMCG	Al Ahram Beverages	Leo Burnett Cairo	Man Up Phase 2	SILVER
FMCG	PepsiCo	OMD Egypt & Advantage	Chipsy World Food Program	SILVER
Non Food-FMCG	Henkel	OMD Egypt & TBWA\Egypt	El Balad Baladana - The Country is Ours	GOLD
Non Food-FMCG	Procter & Gamble	Starcom MediaVest Group & Tattoo360	Man Up	SILVER
Non Food-FMCG	Henkel	OMD	Persil Abaya Shampoo-Mission Innovation; Arwa3 Abaya III	SILVER
Non Food-FMCG	Procter & Gamble	Starcom MediaVest Group	Painting the Town White with Ariel	BRONZE
Non Food-FMCG	Henkel	OMD Egypt	Fulfill Your Dream	BRONZE
Non Food-FMCG	Marico Egypt Industries	OMD Egypt & DDB	Haircode Sachet Campaign	BRONZE
Best Youth Marketing Campaign	PepsiCo	OMD	Mountain Dew - Bravest Two	BRONZE
Best Use of CSR	Lebanese Broadcasting Corporation	Impact BBDO Beirut	Cheyef 7alak	GOLD
Best Use of CSR	Henkel	OMD Egypt & TBWA\Egypt	El Balad Baladana - The Country is Ours	GOLD
Best Use of CSR	Brand Protection Group	Leo Burnett Beirut & Starcom MediaVest Group	Fake it All	SILVER
Best New Product Launch	Snowball SAL	Interesting Times Beirut	Courage is Contagious	GOLD
Best New Product Launch	Cornelli Ice Cream	Impact BBDO Beirut & OMD Beirut	It's About Time!	SILVER
Best New Product Launch	Nissan Middle East	Mindshare MENA & Tattoo360	Juke Band	BRONZE
Telecom/Mobile/Internet	du - Emirates Integrated Telecommunication Co.	Leo Burnett Dubai & OMD	Open Your Heart	BRONZE