

Sample form, not for offline completion.

Visit <https://menadigital.awardsplatform.com> to enter.



Best cross-media creative campaign

Celebrating campaigns that leverage audience insights across

Important: Entry rules, eligibility and disqualifications

Eligibility & Disqualification

- Entries are open to all clients, marketing, digital, advertising, communication, and media agencies in addition to any party involved in the digital sector.
- It is the responsibility of the entrant to ensure that the commissioning client has the rights to use the intellectual property of the brand promoted. Entries cannot be made without the prior permission of the advertiser/owner of all rights that subsist in the advertisement.
- All entries submitted must include work/campaigns from **January 2025 to March 2026**. Any work done before or after these dates is not eligible for evaluation but can be used as context if it is part of the same work/campaign being entered.
- Entries with main campaign duration outside the set dates will be disqualified.
- Work/campaigns can be entered in more than one category as the entrant sees relevant.
- All entries submitted must have ran in the MENA Region: Algeria, Bahrain, Egypt, Iran, Iraq, Palestine, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, Yemen, Armenia, Azerbaijan, Djibouti, Georgia, Mauritania, Turkey, Pakistan, Somalia.
- All entries must be submitted in English

Rules

- All entries must be submitted online via the Entrant's dedicated login.
- Only one party may enter an entry, i.e. either the digital agency or the Advertising agency or the media agency etc. may enter a piece that both parties have worked on, but not both. If the same entry is submitted by two different entrant companies, only the first entry will be accepted.
- There can only be one entrant company per entry. The entrant company is responsible for payment of entry fees and is the automatic point of contact for the entry. Please ensure that all contributing companies are recognized on your entry form before finalizing your submission.
- It is the Entrants responsibility to ensure that the entry submitted is relevant to its category. The Organizers, not the jury, reserve the right to move entries to more relevant categories after informing the entrant of the decision to do so.
- All entry forms must be completed online by March 31, 2026 before 06:00pm UAE time. Incomplete entries and entries that have not been submitted before entry deadline may be disqualified by the Organizer.
- Please note that entries submitted online will not be considered complete until: all the relevant entry materials have been uploaded, submitted and payment is made within the set grace period.

Entry name

Brand

Client

Entrant Company

Entering Country

Lead Agency or Influencer's Name

Support Agency (optional)

Strategy

500 words

****Your response for STRATEGY should tackle all guidelines listed below**** - Describe the campaign background: (state of the category and the situation of the brand/product within it). - Describe the marketing/communication challenge. - Describe the target audience with specific emphasis on digital insights relevant to the category you are entering. - Describe the objectives and metrics of the campaign. - Describe your campaign/communication strategy that answers the challenge and appeals to your target audience. ****If you are an Influencer:**** - Describe the influencer's background: (state of the category and the situation of the identity within it). - Describe the marketing/communication challenge. - Describe the target audience with specific emphasis on social media insights relevant to the category you are entering. - Describe the objectives and metrics of the influencer image. - Describe your communication strategy that answers the challenge and appeals to your target audience.

Creativity and Innovation

350 words

****Your response for CREATIVITY AND INNOVATION should tackle all guidelines listed below**** - Describe your big idea and tactics and how they were "creative and innovative" vis-a-vis your category and brand. Even in the technical/operational details, describe any innovations or improvements that contributed to the success of the entry. - List the campaign deliverables. ****If you are an Influencer:**** - Describe your big idea and tactics and how they were "creative and innovative" vis-a-vis your category and DNA. Even in the technical/operational details, describe any innovations or improvements that contributed to the success of the entry. - List the organic deliverable results

****Your response for EXECUTION should tackle all guidelines listed below**** - Describe how the campaign was executed. - Identify the regional scope of the campaign/work. List all the markets (provide country names) - Identify the Campaign Date(s). In the case that the campaign includes several bursts, list all phases. - List all channels/touch points used with an emphasis on digital and social elements with a brief rationale to support your channel choice. - Indicate the total media investment on the campaign. ****If you are an Influencer:**** - Describe how the persona was created and executed. - Identify the regional scope of the work. List all the market audiences (provide country names) - List all channels/touch points used with an emphasis on digital and social elements with a brief rationale to support your channel choice. - If any, indicate the total social media investment.

****Your response for RESULTS should tackle all guidelines listed below**** - Articulate the results of the campaign and describe how they answered the marketing/communication challenge and met the metrics. - Where applicable, explain how the consumer behavior was influenced and if any new insights were learned from the campaign. ****If you are an Influencer:**** - Articulate the results of the posts or videos and describe how they answered the communication challenge and met the metrics. - Where applicable, explain how the consumer behavior was influenced and if any new insights were learned from the posts or videos.

1. Case Summary Board 1

Case Summary Board 1 is a one-page summary including three images that represent the entry and a short summary of 200-300 words to include; challenge – strategy/execution – topline results.

Entrants should not include their Company logos/Company names in the submitted attachments.

All URLs must be live and accessible until May 10, 2026.

File Format: JPEG/ JPG/ PNG/ PDF

2. Case Summary Board 2

Case Summary Board 2 is a one-page with references to any support material online such as social URLs / Microsites/ Landing Page, Facebook App, Mobile App, Banners, etc. These are meant to show evidence of the success of the work.

File Format: docx/pdf

3. Entrants should only upload One Showcase file; it is either a Showcase Video OR Slideshow Presentation.

The Showcase is meant to illustrate how your campaign was brought to life. The best Videos/Presentations are ones that tell the story of your campaign throughout all phases from strategy inception to execution to post campaign results.

The Showcase is a visual aide to support your entry and should not be a duplicate of your entry form. The uploaded file will be used to showcase the entry if awarded.

Entrants should not include their Company logos/Company names in the submitted Showcase file. Kindly disregard if you are an influencer.

Video Length: Maximum 2 minutes

Video Maximum File Size: 150mb

Video File Format: MP4/MPEG/MPEG4/MOV

You can also copy and paste the URL of the showcase video from **Youtube or Vimeo** in the attachment tab instead of uploading it as an attachment.

Please put only one link as your video showcase

Please make sure the videos are in English or with English subtitles.

If you will be submitting a presentation:
Presentation File Length: Maximum of (4) slides
Presentation File Format: PDF or PPT

4. Entry Permission Form

Entrant Company/Influencer is required to upload one signed copy of the Entry Permission form with each entry. Entrant can download the Entry Permission Form from the Awards' website <https://www.menadigitalawards.com/wp-content/uploads/2021/08/MDA-Permission-Form.pdf>

If the entrant company is an Agency then consent from both Agency and Client representatives is required.

If the entrant company is a Client, then only the client consent is required.

Select type

▼

- Case Summary Board - Section 1
- Case Summary Board - Section 2
- Showcase Video
- Showcase Presentation
- Permission form

You are encouraged to credit up to 10 members of the team that contributed to this entry.

Please be sure to spell names correctly and get titles correct.

For Influencer, you are encouraged to credit your contact person from the brand and the team behind your campaign.

Full Name

Position

Company

Email address

Mobile number

Country