

The Immortal Awards announces MEA finalists, shortlist

The Immortal Awards has unveiled the shortlist and finalists from the Middle East and Africa, following a virtual round of judging on 19 October, hosted in partnership with global partners Nice Shoes.



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The Immortal Awards, hosted by Little Black Book and free to enter for all of the platform's members, successfully introduced regional judging last year and is now introducing local rounds for 2021.

In total, the 12 highest scoring projects from across the first round of MEA judging made this year's shortlist. These 12 projects were then debated by a regional jury in a virtual round of discussions to determine which projects, if any, should receive finalist status. Four MEA entries have been selected as finalists and have qualified for the final, global round of judging.

This final round of judging will take place on 18 November, in which all regional finalists will compete for an Immortal Award or Commendation status.

The Jury

- Tahaab Rais (president, MENAT SLC),
- Yasmina Boustani (associate creative director, Impact BBDO),
- Eddy Rizk (owner and managing director, Big Kahuna),
- Ryan Reed (chief creative officer, M&C Saatchi UAE),
- Paul Banham (regional executive creative director, MullenLowe MENA),
- Rodrigo Rodrigues (executive creative director, Horizon FCB),
- Neo Segola (chief creative officer, DraftLine JHB),
- Shagorika Heryani (regional head of strategy Middle East and North Africa, Grey Group AMEA),
- Xolisa Dyeshana (chief creative officer, Joe Public United),
- Roanna Williams (chief creative officer, Net#workBBDO),
- James Cloete (executive creative partner, M&C Saatchi Abel),
- Amr Singh (cofounder and director, Fort),
- Melina McDonald (executive producer, Darling Films).

The Immortal Awards 2021 MEA Finalists

- Mini; for Minimalism, Serviceplan Middle East
- Pizza Hut; for Offline Hour, M&C Saatchi UAE
- Tena; for Despair No More, Big Kahuna Films Dubai
- UAE Government Media Office; for Double Moon, MullenLowe MENA

The Immortal Awards 2021 MEA Shortlist

- Chicken Licken; for They Also Crave it, Chocolate Tribe
- Etisalat; for The Wider Web, Impact BBDO
- Friends of Cancer Patients; for The Self-Exam Emoji, Horizon FCB Dubai
- Home Centre; for A Dad's Job, FP7 McCann Dubai
- Knorr; for Rooftop Farms, FP7 McCann Cairo
- Mini; for Minimalism, Serviceplan Middle East
- Mobily; for ProtectSet, MullenLowe Dubai
- Pizza Hut; for Offline Hour, M&C Saatchi UAE
- Tecom Group; for Dubai Science Park - Stuck: An Uncomfortable Cinematic Experience, McCann Health Dubai
- Tena; for Despair No More, Big Kahuna Films Dubai
- TikTok; for #CreateForGood, Classic Partnership
- UAE Government Media Office; for Double Moon, MullenLowe Dubai

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