



# BEYOND THE AWARDS

WINNING CAMPAIGNS BOOKLET

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SMARTIES KSA AWARDS 2025



# SMARTIES UNPLUGGED

CELEBRATION OF MARKETING EXCELLENCE



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## ABOUT MMA

Comprised of over 800 member companies globally and 16 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to shape the future. The MMA's global headquarters are located in New York with regional operations in Asia Pacific (APAC), Europe/Middle East/Africa (EMEA), and Latin America (LATAM).

The movement to make marketing matter more - and deliver more - is led by progressive CMOs and senior marketers committed to effecting change and driving growth. MMA brings these leaders together globally to tackle the toughest challenges on the CMO agenda. Leaders who invest their invaluable time and expertise to meaningfully move the needle.

Unlike any other industry body, MMA's intensive focus is on elevating marketing's ability to create value. We don't just talk about change, we catalyse it, and we act upon it. We arm members with evidence-based frameworks that are innovative, scalable and repeatable. We come together through forward-looking peer events in the shared pursuit of excellence at individual, organizational and industry levels.

As an MMA member, you'll join an extraordinary community - the leading marketers at the world's leading brands - that work's together and learns together to shape the future of marketing.

## WHY

### **Our Reason for Being**

The MMA's mission is to enable marketers to drive innovation, enduring business value and stronger consumer engagement in an increasingly dynamic and digitally connected world.

## WHO

### **The People We Serve**

Pioneering Chief Executive Marketers, Directors, Business Owners, Founders, Co-Founders, Head of Departments, and Decision Makers - spanning across diverse sectors including brands, marketers, agencies, media firms, publishers, telecommunications, advertising, and marketing technology companies.

<https://www.mmaglobal.com/about>

<https://www.mmaglobal.com/local-councils/mena>



## MMA MENA Board of Directors



**MITA SRINIVASAN**  
MARKETBUZZ



**DR. TAMER ELTONI**  
ETISALAT



**DEVİRİM MELEK**  
OSN



**MANAN GUPTA**  
UNILEVER



**ELIAS WAKIM**  
J GROUP



**LAURA REYNAUD ESQ.**  
COGNIZANT



**JAMES DUTTON**  
UM



**YEŞİM ÖZTEKİN**  
DIGITAL TURBINE



**KARTHIK KUMAR**  
KINESO



**ROHIT MENON**  
INMOBI



**IHAB EL YAMAN**  
MEMOB+



**YİĞİT ATAKAN**  
ADJUST



**WADE EAGAR**  
PLAFORMANCE



**IMAD SARROUF**  
ARABYADS



**SOLANGE T. AJOUZ**  
INDEVCO



**CENGİZ ÇOŞKUN**  
RED C



**BİLAL ÖZEROL**  
ŞÖLEN



**ABDULLAH HOMSI**  
YANGO ADS



**AFSİN AVCI**  
INFLOW



**SATHEESH KUMAR**  
ADSCHOLARS



**SACHIN JAIN**  
SMATIFAI



**RIDVAN YAMAN**  
TRENDYOL



**NURCAN BIÇAKCI ARCAN**  
CPX



**BURCU DOLUNAY**  
PEPSICO



**AHMAD HAIDAR**  
DENTSU



**CHARBEL JREIJIRI**  
MEDIAPLUS



**AASIM SHAIKH**  
LPS



**NISHA VARMAN**  
AUGUSTUS



**MARWAN BOU NAJEM**  
DIGIMOTIVE



**CHARBEL SARKIS**  
GOOGLE



**ELIE CHARBEL**  
A2Z MEDIA



**RABAH ASSAF**  
INFLUENCER



**MIAN USMAN**  
PETROLUBE



**DEMİR ÇİLİNGİR**  
MONTENT



# Members





## How does MMA Support Advertising & Marketing Agencies?

### BOARD GOVERNANCE

MMA Board Members represents different verticals including agencies – Every program and initiatives are based on current industry challenges.

### MINIMIZING THE GAP BETWEEN AGENCIES & MARKETERS

As an MMA Members we bridge the networking between industries through our programs: Gathering events, personal introductions, speaking opportunities at events.

### KNOWLEDGE

MMA provides numerous comprehensive industry reports consists of outlooks and trends to help agencies build a better strategy.

### HONORING CREATIVITY & BOOST RECOGNITION

Our annual SMARTIES Awards has become a platform to highlight agencies' creativity and showcase their great work done for the clients.



# ABOUT **SMARTIES**



## **SMARTIES AWARDS**—Innovation with Impact

**The world's only innovation award recognizing leaders, brands, agencies, and tech providers that use technology to pioneer new approaches in modern marketing. An annual competition honouring outstanding innovation and creative effectiveness.**

## **Any Channel, Any Industry, Anything That Inspires Action**

SMARTIES is the highest achievement across the globe honouring and awarding outstanding innovation resulting in significant business impact. If your campaign ran globally, enter it in SMARTIES X Global. If your campaign ran regionally and/or in a country, enter your region your country, and SMARTIES X Global. Select from a combination of options. Entering your campaign in X Global, regional and country programs achieves local, region and global recognition, as well as improving your rank on the SMARTIES Business Impact Index.



The SMARTIES Awards operate globally, spanning 4 regions and 17 countries.

| GLOBAL Awards     | REGIONAL Awards      | COUNTRY Awards |         |                      |                |
|-------------------|----------------------|----------------|---------|----------------------|----------------|
|                   |                      | APAC           | EUROPE  | MIDDLE EAST & AFRICA | LATAM          |
| SMARTIES X Global | North America        | India          | DACH    | MENA                 | Brazil         |
|                   | APAC                 | Indonesia      | Türkiye | KSA                  | Hispanic LATAM |
|                   | Europe               | Vietnam        |         | Sub-Saharan Africa   |                |
|                   | Middle East & Africa | China          |         | South Africa         |                |
|                   |                      | Thailand       |         | Türkiye              |                |
|                   |                      | Philippines    |         |                      |                |

## Beyond the Trophy: The Prestige of SMARTIES Recognition

Winning a SMARTIES™ Award transcends the honour of receiving a trophy; it signifies a campaign's excellence in innovation, creativity, and measurable business impact. This recognition places campaigns on esteemed global platforms, amplifying their influence and setting new benchmarks in the marketing industry.

### Global Recognition Platforms:

- **WARC 100 Global Rankings:** SMARTIES-winning campaigns are featured in WARC 100's global rankings, highlighting the most awarded campaigns and companies in media effectiveness. This inclusion underscores a campaign's strategic excellence and creative prowess.
- **RECMA's Media Agency Scoring:** The Research Company Evaluating the Media Agency Industry (RECMA) incorporates SMARTIES winners into its media agency evaluations. This scoring enhances an agency's reputation, reflecting its capability to deliver impactful marketing solutions. Media Update.
- **MMA's Business Impact Index (BII):** Developed in collaboration with WARC, the BII ranks top-performing agencies, marketers, brands, holding companies, and technology enablers based on real business results. Inclusion in the BII signifies a campaign's tangible impact on business growth and innovation.

The SMARTIES Awards are not merely accolades; they are a testament to a campaign's ability to drive meaningful change and deliver exceptional results. By earning a SMARTIES Award, campaigns gain unparalleled visibility, influencing industry trends and inspiring peers worldwide.



## Why Participation Matters: The Value Beyond the Win

The SMARTIES™ Awards are more than a celebration—they are a launchpad. Every campaign recognized in this booklet not only represents marketing excellence, but also reflects a strategic decision to participate, compete, and grow. Here's why stepping into the SMARTIES arena is one of the smartest moves a modern marketer can make:

### Showcasing Innovation and Expertise

SMARTIES is where bold ideas meet measurable outcomes. Participation puts your work head-to-head with industry leaders, enabling your team to demonstrate creative strength, strategic agility, and real impact. It's not just recognition—it's positioning. Being shortlisted or winning signals to clients, partners, and peers that your brand is not just keeping up but setting the pace.

### Networking and Industry Connections

Each entry becomes a gateway to community. From jury feedback to event-stage exposure, SMARTIES™ participants gain access to a network of agencies, influencers, tech innovators, and decision-makers. It's a rare space where competition and collaboration intersect—fueling credibility and unlocking business opportunities that often start with a handshake or shared case study.

### Learning and Inspiration

SMARTIES is not only a platform for recognition, but a powerful source of insight. Participants gain privileged access to the SMARTIES Case Studies Hub, featuring the most impactful campaigns from across the globe. By adding your story to this resource, you contribute to a collective intelligence that fuels future innovation—for your team and the entire industry.

### A Catalyst for Growth

Winning SMARTIES is a business asset. It strengthens your pitch, elevates your brand story, and enhances your market positioning. Even the act of preparing a submission sharpens thinking, aligns teams, and defines success metrics. From attracting talent to securing clients, SMARTIES participation is a strategic lever for sustainable growth.



## 2025 SMARTIES Channel and Categories

The SMARTIES Awards continue to evolve alongside the marketing industry—expanding to reflect the strategies, technologies, and human insight shaping today’s most impactful campaigns. For 2025, the categories are aligned across eight strategic channels, each designed to honour excellence in a specific dimension of modern marketing.



### Purpose Driven Marketing

- Brand Purpose / Activism
- Social Impact Marketing
- Diversity & Inclusion



### Impact Media

- Omnichannel Marketing
- Cross Digital Media Marketing
- Social Media Marketing
- Creator / Influencer / Celebrity Marketing
- Gaming, Gamification & E-Sports



### E-commerce Marketing

- Integrated E-commerce Innovation & Live Streaming
- O2O / Retail Media / Innovative & New Tech Sales Channels



### Creative

- Customer (CX) / User Experience (UX) & Design



### Marketing Impact

- Brand Experience
- Instant Impact / Promotion
- Customer Journey Marketing – Lead Generation / CRM
- Product and/or Service Launch
- Real Time Marketing
- Small Budget
- Big Impact



### Emerging Tech Market

- Data Insights / Contextual Marketing
- Connected TV
- Performance Marketing
- Future Forward Technology Marketing



### AI Marketing

- AI-Powered Audience Engagement
- Innovative Use of AI in Advertising
- AI-Driven Creative Excellence



## SMARTIES Coach GPT: Your Submission Strategist

Behind every winning campaign is more than a great idea—there's smart planning, category precision, and submission excellence. That's where SMARTIES Coach GPT comes in.

Built exclusively to support marketers and campaign managers, this virtual assistant guides you through every phase of the MMA SMARTIES Awards submission journey. Whether you're a first-time entrant or a seasoned finalist, SMARTIES Coach GPT helps you sharpen your case, simplify your process, and submit with confidence.

### What It Helps You With:

- **Category Selection**

It evaluates your campaign's strengths and aligns them with the most competitive and relevant categories, giving your work the best chance to shine.

- **Category Insights**

Get detailed breakdowns on what judges look for—complete with past winner examples and high-scoring attributes that elevate your entry.

- **Submission Guidance**

Stay on track with tailored support for deadlines, form structure, creative requirements, and compliance—no guesswork needed.

- **Personalized Recommendations**

The GPT doesn't just respond—it analyzes your campaign details and suggests refinements to help you create a stronger, more strategic submission.

- **Built for Marketers**

Designed with real-world marketing workflows in mind, the tool simplifies everything from storytelling to structure, making your submission not only easier—but smarter.

### How to Use It:

- **Provide Campaign Details**

Input your campaign's objectives, audience, strategy, platforms, and measurable results.

- **Receive Tailored Category Recommendations**

The GPT recommends the most suitable categories based on data, fit, and opportunity.

- **Get End-to-End Submission Guidance**

From structure to standards, it helps you align every section with what judges expect.

- **Access Essential Resources**

Quickly retrieve the latest submission guide, form template, and judging criteria.

- **Ask Targeted Questions**

Whether you're unsure about fee deadlines, entry rules, or creative format—just ask.

SMARTIES Coach GPT isn't just a tool—it's your co-pilot in crafting a standout submission. Every campaign featured in this booklet benefited from a sharp strategy. Now, yours can too.

Explore it here:

[www.mmaglobal.com/smarties-coach](http://www.mmaglobal.com/smarties-coach)



## Executive Summaries & Submission Videos: Where Winning Starts

Before a campaign earns its place in this booklet, it must first earn attention—**through a compelling executive summary and a strategically aligned video.** These two elements are your first (and often only) shot at persuading the SMARTIES screeners and jury. Done right, they turn a strong campaign into an unforgettable one.

### Executive Summary: Mandatory and Impressionable

- **Not Optional—Make It Count:** The executive summary is **mandatory** and often the **most impressionable element** for judges. Many read it before anything else—and sometimes, it's the only part seen in early rounds.
- **C-Suite-Ready Review:** Ensure it's polished enough to be reviewed by your senior leadership. It should confidently represent your brand's thinking at the highest level.
- **Customize for Category:** Tailor your summary to the specific category. Don't copy-paste a generic version. Each category has unique judging criteria—your summary must reflect them clearly.
- **Clarity for All Audiences:** Judges come from diverse industries and markets. Avoid jargon. Aim for simplicity, clarity, and a narrative that's easy—and enjoyable—to follow.
- **Results Matter Most:** Clearly outline your objectives, strategy, and—most critically—results. Use benchmarks or historical comparisons. Entries without measurable outcomes rarely score high.
- **Context is Critical:** Don't drop raw numbers—explain what they mean. Reference 3rd-party validation or data sources when possible. Include your campaign budget to give judges a sense of scale and comparative impact.

### Video Case Study: The Visual Mirror of Your Summary

- **Align With Your Summary:** The first 20–30 seconds of your video should reinforce the key points of your executive summary. Judges should feel a seamless connection between written and visual storytelling.
- **Tailored to the Category:** Just like your write-up, your video should reflect the nuances of the category you're competing in.
- **Structure Over Style:** High production value is great—but not essential. Strategic clarity, emotional impact, and well-sequenced storytelling win over style alone.
- **Support with AI Tools:** Use AI to help script, summarize, or subtitle your video. Done right, this enhances clarity without sacrificing creativity.

A winning campaign doesn't just perform—it communicates. Your executive summary and video are how you earn the jury's trust and attention. Every campaign in this booklet nailed that balance. Now it's your turn.



## Behind the Judging Table: What Drives a Winning Campaign

Each SMARTIES award winner represents more than a creative idea—they embody the principles of modern marketing excellence. Through the lens of our Jury and Observers, we've compiled core insights and patterns from this year's judging process to help future entrants understand what sets award-winning work apart.

From bold creativity to data-driven personalization, the following themes repeatedly surfaced in high-scoring entries:

### Insight Identification & Action

- **Start with a Strong Idea:** The best campaigns are rooted in a sharp, resonant concept—one that's seamlessly executed and supported by meaningful innovation.
- **Bravery Breaks Through:** Top entries often disrupt convention. They're unafraid to challenge norms, using storytelling to reshape expectations.
- **Fresh Yet Familiar:** Consistency doesn't mean predictability. Great campaigns are original without alienating the audience—striking a balance between newness and brand familiarity.
- **Joy Sparks Connection:** Emotional engagement consistently set winners apart. Whether through nostalgia, truth, or humor, the most memorable campaigns made audiences feel something.
- **Personalization at Scale:** Campaigns that successfully use AI, geo-targeting, and platform integration to deliver tailored experiences at scale showed how data can elevate creativity and connection.
- **Lateral Thinking Wins:** Smart integrations between digital and physical worlds scored high.
- **Smart Targeting Over Narrowcasting:** Rather than over-segmenting, top campaigns focused on broad relevance and contextual engagement.
- **Intelligent AI Integration:** Effective use of AI wasn't just technical—it was strategic.
- **Branded Reinvention:** Reinvention is about more than novelty—it's about reimaging the brand's role in people's lives.

As judges noted repeatedly: results matter, but how you get there matters more. Every campaign featured in this booklet earned its place through clarity of purpose, bravery of execution, and measurable impact.



## What the Jury Looks For: KSA Perspective

For the SMARTIES KSA jury, excellence in marketing is not solely defined by creativity or results—it is determined by a campaign's strategic clarity, local relevance, and ability to innovate with purpose. The KSA evaluation framework, **S.M.A.R.T.**, reflects the values and priorities of top jurors in the region and acts as a blueprint for impactful, modern marketing.

### **S – Strategy-Driven Thinking**

Winning campaigns begin with a powerful strategic foundation, rooted in consumer insights and aligned with a clear brand or business objective. Entries should show not only what was done, but why it was done—demonstrating a coherent approach that links insight to execution with purpose and clarity.

### **M – Measurable Results**

Impact must be demonstrated through tangible, quantifiable outcomes. Whether it's brand growth, business KPIs, engagement, or societal change, jurors look for campaigns that deliver on their objectives and can prove it through robust, relevant data. Success should be both visible and verifiable.

### **A – Authenticity in Local Storytelling**

Campaigns that win in KSA speak to the heart of the culture. Authenticity is more than tone—it's about understanding and reflecting the nuances of local traditions, values, and behaviors. Jurors reward brands that connect with real people through narratives that feel honest, relatable, and rooted in context.

### **R – Relevance and Resonance**

Great campaigns are timely and meaningful. They address real needs, solve genuine problems, or reflect prevailing societal conversations. Whether humorous or heartfelt, the work must matter to its audience—and stay with them beyond the moment.

### **T – Tech-Powered Innovation**

Innovation is not about novelty alone. It's about using technology smartly to deepen engagement, improve delivery, or enhance storytelling. Jurors value entries that apply digital, data, or tech tools creatively to elevate both the experience and the outcome.

This S.M.A.R.T. framework is the cornerstone of SMARTIES KSA Awards judging, guiding jurors to recognize work that is not only strategically sound and creatively excellent—but also culturally intelligent, results-driven, and forward-thinking. Campaigns that succeed here don't just follow trends—they set them, with purpose, proof, and local power.



## Your Guide to a Winning SMARTIES Entry

Ready to shine a spotlight on your groundbreaking marketing campaign? Submitting to the SMARTIES Awards isn't just about sharing your work—it's about crafting a story that lands with impact. To help you stand out, we've distilled five essential tips from the SMARTIES jury that have helped past winners secure their place in the spotlight.

### Tell a Compelling Story

Think of your entry as a short story—not a technical report. Skip the jargon and bring your campaign to life through narrative:

- Focus on what makes it unique and meaningful.
- Target a broad audience—judges come from diverse marketing backgrounds.
- Strive for clarity, simplicity, and a smooth reading experience. Substance matters.

Clearly showcase business results with charts or visuals in your video. Proofread carefully. A polished entry reflects your professionalism.

### Context is King

- Judges aren't just looking at raw numbers—they're looking for context:
- Benchmark your KPIs with industry standards.
- Highlight your competitive edge and explain why your campaign mattered.
- Don't leave questions unanswered—fill in every section fully and transparently.

Results without comparison lack meaning. Tie them to clear objectives and audience impact.

### Bring It to Life with Video

A highly recommended video can elevate your entry significantly:

- Keep it under 3 minutes.
- Focus on the idea, not just visuals.
- Summarize the challenge, strategy, execution, and results with clarity.
- Use strong visuals, clean narration, and subtitles if needed.
- Be mindful of licensing—music or footage limitations can affect how your video is showcased.

This isn't about cinematic quality—it's about clear, compelling communication.



## Understand How You're Scored

Submissions are judged across four key criteria:

- Strategy
- Execution
- Creativity
- Business Impact

Winning entries don't just do well—they align perfectly with these scoring pillars.

## Learn from the Best

Before you submit, get inspired:

- Visit the **[SMARTIES Winners Gallery](#)** and **[MMA Case Studies Hub](#)**.
- See how past winners presented their stories—and how they stood out.

A winning SMARTIES submission is a balance of **strategy**, **storytelling**, and **sharp execution**. The campaigns in this booklet followed these principles—and now, it's your turn.

## Don't Forget

### **Check the eligibility period.**

For SMARTIES KSA Awards Programme, the Campaigns submitted should be active in the marketplace from **September 2023 through May 2025**.

Your work must have made an impact during the eligibility period, and the results you provide must fall within this timeframe. Elements of the work may have been introduced earlier and may have continued afterward, but your case must be based on data relevant to the qualifying time. Judges will evaluate success achieved during the eligibility period.

**Re-Entering Past Winning Work:** If your work continued running during this year's eligibility period and you have results from this period, you may re-enter the past winning work.



# SMARTIES KSA Awards Jury

At SMARTIES KSA, we follow a rigorous, fair, and transparent evaluation process to recognize the most impactful and innovative marketing campaigns in the region. The judging is conducted in two key phases, managed by two independent jury panels:

## 1. Pre-Screening Jury Phase

All entries are initially evaluated by the Pre-Screening Jury, composed of experienced marketing professionals and industry leaders across the region.

In this phase:

- Entries are first scored individually based on SMARTIES criteria: Strategy, Measurability, Authenticity, Relevance, and Technology.
- Jurors then come together for a discussion session to exchange perspectives on the top-performing cases.
- Through scoring and collective deliberation, the highest-scoring and most promising entries are shortlisted for the final round.

## 2. Final Jury Phase

Shortlisted entries are reviewed by the Final Jury, made up of senior executives and experts representing leading brands, agencies, and media platforms.

In this phase:

- Finalists are re-evaluated independently and in more depth.
- Final jurors score the entries based solely on their own assessments, independent of prior scoring rounds.
- Based on final scoring, Gold, Silver, and/or Bronze awards are assigned where deemed appropriate by the jury. Not all categories are required to have a winner in each award tier.

This two-step evaluation ensures every submission receives thoughtful, multi-layered, and objective consideration, allowing SMARTIES KSA Awards to honor only the most deserving and exceptional work.

## MMA MENA TEAM



**MELİS ERTEM**  
MEA CEO



**ZEYNEP ALBORA**  
MARKETING DIRECTOR



**LINDA KENDER**  
BUSINESS DEVELOPMENT &  
GROWTH DIRECTOR



**MELİKE KURTCAN**  
MARKETING OPERATIONS  
EXECUTIVE

**Thank You  
&  
Good Luck!**



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