

ENTRY_CATEGORY	ENTRY_CATEGORY_NAME	COMPANY_NAME	CAMPAIGN NAME	CLIENT
1: FILM	Music video	Caractère	PEPSIL SA LIFE	PEPSI
1: FILM	TV or Cinema Commercial 31- 60 second	Les Barbus	Entendons leur souffrance	Amnesty International
1: FILM	TV or Cinema Commercial over 60 seconds	klem	ONMT ntl9awfbladna	ONMT
1: FILM	Viral Video (any length)	Tribal DDB Casablanca	the big tasty sauce poem	Mcdonald's
10: BUSINESS TO BUSINESS	Film/Video	Havas Senegal	NOUS SOMMES NEEMBA	NEEMBA
10: BUSINESS TO BUSINESS	Print and OOH	DDB Zone Bleue	Make me better	Rekrute.com
10: BUSINESS TO BUSINESS	Website/Micro-site	Havas Senegal	Intranet LIVE	NEEMBA
12: CREATIVE TECHNOLOGY	Creative use of Data	X3M Ideas	The Soot Life Expectancy	The Extra Step Initiative
12: CREATIVE TECHNOLOGY	Use of AI	X3M Ideas	Vote for your future	Nuesroom
13: DIGITAL DESIGN	Online identity	TNC - thenext.click	Flash rebranding	Flash
13: DIGITAL DESIGN	Website or Micro-site	X3M Ideas	The Soot Life Expectancy	The Extra Step Initiative
14: DESIGN	Annual Report/Brochure/Publication	AG Partners	Le Mois du Consommons Local	Ministère de l'industrie et du commerce
14: DESIGN	Brand identity	CIRCUS!	Golden Sparrow branding	Golden Sparrow
14: DESIGN	Brand transformation	DDB Zone Bleue	New Ain Soltane	Ain Soltane
14: DESIGN	Editorial design	Havas Worldwide	Dare!8	Havas Group
14: DESIGN	Installations or Displays	MARCOM EDGE	A DOOR TO SUSTAINABILITY	NESPRESSO
14: DESIGN	Logos	FACTO BLUE LIONS	SEXTUOSE	SEXTUOSE
14: DESIGN	Packaging	FACTO BLUE LIONS	DODO COLLECTOR LABELS	BOURBON
15 : FILM CRAFT	Emerging Director	Shem's	world Cup	Hyundai
15 : FILM CRAFT	Film Craft Campaign	klem	90 years young	Oulmes
15 : FILM CRAFT	Outstanding Animation	TNC - thenext.click	Fruits stories	Délicia
15 : FILM CRAFT	Outstanding Cinematography	Les Barbus	Entendons leur souffrance	Amnesty International
15 : FILM CRAFT	Outstanding Direction	Shem's	Africa First Assist	Sanlam Pan Africa
15 : FILM CRAFT	Outstanding Sound Design	klem	Oulmes Tables	Oulmes
15 : FILM CRAFT	Outstanding Special Effects	Ginger Pictures	Doppel Buffalos	Doppel Munich
15 : FILM CRAFT	Use of Humour	CANAL+ / BETC	30 Years Anniversary	CANAL+
15 : FILM CRAFT	Use of Music	AG Partners	Win back Kinshasa	Airtel
16 : PRINT CRAFT	Craft campaign	X3M Ideas	MASQUERADES OF WASTE	Loritem Recycling Limited
16 : PRINT CRAFT	Outstanding Art Direction	OXO	The Art of Beautiful	Beachcomber
16 : PRINT CRAFT	Outstanding Photography	FACTO BLUE LIONS	SMARTPHONE ON THE ROAD	SECURITE ROUTIERE
17 : DIGITAL CRAFT	Outstanding digital illustration	TNC - thenext.click	Let us not be spectators of the disaster	TNC-thenext.click
17 : DIGITAL CRAFT	Use of Animation	MW DDB	So Good	Gousta
17 : DIGITAL CRAFT	Use of photography	Shem's	CAN FÉMININE	inwi
19 : BRAND TRANSFORMATION		DDB Zone Bleue	New Ain Soltane	Ain Soltane
2: DIGITAL	Branded apps and games	MARCOM EDGE	CANS HUNT GAME	PRINGLES
2: DIGITAL	Campaign websites and micro-sites	FACTO BLUE LIONS	Kartier En Ler	BOURBON
2: DIGITAL	Integrated digital campaigns (min. of 2 platforms/technologies)	X3M Ideas	The Soot Life Expectancy	The Extra Step Initiative
2: DIGITAL	Online display advertising (banners, pop-ups, takeovers)	Wallace	Fake ads	Canal+
2: DIGITAL	Online video ads	Saga Communication	Art is Ana	Maison de l'Artisan
20 : SOCIAL IMPACT	Campaign entry	DPR Group	Machi H'chouma - The Walk of No Shame	Johnson's Baby
20 : SOCIAL IMPACT	Single entry	CIRCUS!	Resight	Plastinax Ltd (ENL Group)
21 : BRAND STORYTELLING	Campaign entry	Caractère	PEPSIL SA LIFE	PEPSI
21 : BRAND STORYTELLING	Single entry	Access Leo Burnett Limited	Spotify Launch Campaign	Spotify
22 : LONG TERM CREATIVITY		Shem's	Kabour	inwi
23 : CREATIVE STRATEGY		CANAL+ / BETC	Discover the Batanga	CANAL+
24 : CREATIVE COMMERCE	Shopper Marketing	FACTO BLUE LIONS	Kartier En Ler	BOURBON
25 : THE INNOVATIVE MEDIA AWARD		Dentsu Kenya	The Sails of Change	Mastercard
26 : The CREATIVE EFFECTIVENESS AWARD		AG Partners	Win back Kinshasa	Airtel
3: PRINT & OOH	InnovaHon in print or OOH	X3M Ideas	MASQUERADES OF WASTE	Loritem Recycling Limited
3: PRINT & OOH	Large format billboard poster	FACTO BLUE LIONS	DISCOVER REUNION OILAND	LESIEUR
3: PRINT & OOH	Print ad	CIRCUS!	KFC Birthdays	KFC
3: PRINT & OOH	Small format poster	Blue Lions	GOUTY CHO' COCO	Gouty
4: AMBIENT & EXPERIENTIAL	Ambient	klem	WAFCON 2022 - Opening ceremony	Women Africa Cup of Nations Morocco 2022
5: SOCIAL & INFLUENCER	Best use of Instagram	MARCOM EDGE	I KNOW WHAT I AM DOING	PAMPERS
5: SOCIAL & INFLUENCER	Best use of TikTok	Tribal DDB Casablanca	HOW TO TURN A BANK INTO TIKTOKER	CH BANK
5: SOCIAL & INFLUENCER	Influencer Campaigns	OPTIMUM MARKETING GROUP	THE WANTED BURGER	BURGER KING
5: SOCIAL & INFLUENCER	Social Campaign (integrated use of 2 or more of above)	Saga Communication	Art is Ana	Maison de l'Artisan
6: AUDIO	InnovaHve use of sound/audio	X3M Ideas	Voices in my Air	Love, Peace and Mental Health Foundation
6: AUDIO	Radio advertising (any length)	Wallace	Chili on TV	Canal+
7: BRAND CONTENT	Brand-funded film/video (factual)	Omniscient	CASAWAY	CASATRAMWAY
7: BRAND CONTENT	Other brand-funded content	Caractère	PEPSIL SA LIFE	PEPSI