

1: FILM	TV or Cinema Commercial 31- 60 second Single Entry	TBWA / HUNT LASCARIS	SAVANNA
1: FILM	TV or Cinema Commercial 31- 60 second Campaign Entry	IN HOUSE	CANAL +
1: FILM	TV or Cinema Commercial up to 30 seconds _ single entry	OPTIMUM	EZY
1: FILM	TV or Cinema Commercial up to 30 seconds _ campaign entry	ELECTRAD	WAFA CASH
1: FILM	TV or Cinema Commercial over 60 seconds - Single entry	FP7 McCann	Nescafé
1: FILM	TV or Cinema Commercial over 60 seconds - campaign entry	MOSAİK	ROYAL AIR MAROC
1: FILM	Viral Video (any length)	HAVAS COTE D'IVOIRE	BETCLIC
11. LUXURY & FASHION	Fashion Apparel	DENTSU KENYA	Olympic Games
11. LUXURY & FASHION	Other Travel Vacations - Single Entry	MOSAİK	Royal Air Maroc
11. LUXURY & FASHION	Other Travel Vacations - Campaign Entry	OXO	Beachcomber
12: CREATIVE TECHNOLOGY	Creative use of Data - campaign entry	BRANDBUILDER	Ora Cash
12: CREATIVE TECHNOLOGY	Use of AI - single entry	CIRCUS!	KFC
12: CREATIVE TECHNOLOGY	Use of AI - campaign entry	LEZARD & BALHAZAR	CRISTAL
14: DESIGN	Annual Report/Brochure/Publication	OXO	ENL
14: DESIGN	Brand identity	VOODOO ABIDJAN	ANENKA
14: DESIGN	Logos	VOODOO ABIDJAN	ANENKA
14: DESIGN	Packaging	TBWA / ALIF	Mc Donalds
15 : FILM CRAFT	Emerging Director	DOTTS MEDIAHOUSE LAGOS	CHIPPER CASH
15 : FILM CRAFT	Outstanding Animation	VOID CASABLANCA	CDG
15 : FILM CRAFT	Outstanding Art Direction	SHEM'S	SHELL
15 : FILM CRAFT	Outstanding Direction	BOOMERANG COMMUNICATION	GWM
15 : FILM CRAFT	Outstanding Production Design	LES BARBUS	NMP
15 : FILM CRAFT	Outstanding Special Effects	GINGER PICTURES	TOP
15 : FILM CRAFT	Use of Humour	TNC	Wafacash
15 : FILM CRAFT	Use of Music	GUNG HO	Wash
2: DIGITAL	Branded apps and games	X3M Ideas	AISEC
2: DIGITAL	Campaign websites and micro-sites	BOOMERANG COMMUNICATION	Bahri
2: DIGITAL	Online video ads - single entry	CIRCUS!	C Care
2: DIGITAL	Online video ads - campaign entry	DOZE AGENCY	WWF
20 : SOCIAL IMPACT	Campaign entry	GUNG HO	Chrysalide
20 : SOCIAL IMPACT	Single entry	PUBLICIS TUNISIA	CARREFOUR
22 : LONG TERM CREATIVITY		SHEM'S	INWI
25 : THE INNOVATIVE MEDIA AWARD		DENTSU MAUPUTO	INV2BEER
3: PRINT & OOH	InnovaHon in print or OOH - single entry	DENTSU KENYA	NCBA
3: PRINT & OOH	InnovaHon in print or OOH - campaign entry	DOZE AGENCY	WWF
3: PRINT & OOH	Large format billboard poster _ single entry	CIRCUS!	YOP
3: PRINT & OOH	Large format billboard poster _ campaign entry	X3M Ideas	AISEC
3: PRINT & OOH	Print ad - single entry	X3M Ideas	Red Cross
3: PRINT & OOH	Print ad - campaign entry	AG PARTNERS	Union europeenne
5: SOCIAL & INFLUENCER	Best use of Facebook / Instagram / Tik Tok single entry	MARCOM EDGE	P & G
5: SOCIAL & INFLUENCER	Best use of Facebook / Instagram / Tik Tok scampaign entry	Grey Mauritius	NESTLE
5: SOCIAL & INFLUENCER	Influencer Campaigns - single entry	DENTSU KENYA	ZERO MALARIA
5: SOCIAL & INFLUENCER	Influencer Campaigns - campaign entry	AG PARTNERS	Union europeenne
5: SOCIAL & INFLUENCER	Innovative use of social media	CIRCUS!	C Care
6: AUDIO	Radio adverHsing (any length)	Havas Madcom	Addoha
9: HEALTHCARE	Devices	OPTIMUM MARKETING GROUP	Auditec
9: HEALTHCARE	OTC medicines	MARCOM EDGE	Bepanthen
9: HEALTHCARE	Public Awareness (public health information campaigns)	CIRCUS!	C Care
9: HEALTHCARE	Wellness (work supporHng healthy life-style choices)	DENTSU KENYA	NCBA