

MEA winners of Microsoft Advertising Story Awards

Microsoft announced yesterday, 10 May 2012, the Middle East and Africa winners of its new creative storytelling contest, [Microsoft Advertising Story Awards](#). Ogilvy South Africa's Michelle McKenna, Taryn Scher and Philippa Heal won the brand category and Tal Schweiger, copywriter and Nir Hersztadt, art director, from McCann Erikson Digital Israel seized the not-for-profit category.



Michelle McKenna

Launched in January 2012, the competition invited marketers from nearly 30 markets around the world to submit a new hypothetical digital media plan and creative idea for a brand or non-profit of their choice, using Microsoft Advertising's storytelling platforms (MSN, Windows Live Hotmail, Windows Live, Skype, XBOX Live, Kinect and Bing).



Taryn Scher

Entries were received from across the region covering a range of different brands and non-profits, but the winning submissions stood out for their strong creative ideas, expertly executed through the power of storytelling. The winners will each receive the MSAs MEA Trophy as well a free campaign for the brand on MSA properties in MEA, pending client approval.

"Revolutionising communication"

The MEA judging panel was impressed. Ivan Moroke group MD at TBWA, commented, "The work is built around platforms that are revolutionising communication at such an accelerated rate and how these platforms are used will make a significant difference to brands."



Tal Schweiger

Andrew Shuttleworth, executive director managing, House of Brave added, "Many of the MEA submissions demonstrated outstanding creative thinking, with the winning entries best showing how to incorporate solutions ingeniously into the big idea. I am confident that the MEA winning entries will do extremely well in the global competition."



Nir Hersztadt

Melanie Botha, marketing and operations director at Microsoft SA said, "The quality of the winning ideas is a testament to the inherent creativity bubbling through the Middle East and African advertising industries. We are passionate about uncovering the talent of tomorrow, helping to drive inventive and forward-looking thinking around digital marketing in the process. I am proud of the MEA winners and wish them all the best in the next and final round of the competition."

Both submissions will now be put forward to the final stage of the competition, when their ideas will compete with the winning entries from all markets participating in the competition.

The final judging panel, chaired by David Sable, Global CEO at Y&R, will pick two global winners, to be announced on or around 1 June, who will be treated to a weeklong Cannes Lions VIP experience in June 2012.