

Awards and Recognition



- 4th Most Valuable Dairy Brand Globally
- 5th Strongest Brand - Alyoum
- 6th Strongest Brand - L'usine
- 6th Most Valuable Brand - KSA



Corporate Happiness Awards in Workplace Recreation Excellence Category 2024 - KSA



Milk every day is a smart way campaign

- Silver - Family and Children Category
- Bronze - Beverage's Category



**3rd Place
The Most Influential Brand Global and KSA**



**Gold - Use of Data
The Non-Sponsored Sponsorship of Ramadan - Contextual**



**Bronze - Use of Data
The Non-Sponsored Sponsorship of Ramadan - Contextual**



- Top Breakthrough Innovation for 2024 - KSA
- Alyoum Flavors of the World - KSA
- Almarai Ice Leaf - KSA
- Almarai Ice Cream - Wave maker in KSA



Stevie Awards for Innovation in the MENA Region

- Gold - Innovation Award in Human Resources Management and Planning
- Bronze - Innovation Award in Public Service Communications



Saudi Customer Experience Awards

- Gold - Employees are the heart of everything

Customer-Centric Culture Category

- Silver - L'usine Pizza on the Go



**Internal Communication
Brilliance Award Global 2024**

- Gold - Employee Engagement
- Silver - Internal Communication Campaign



Highly Commended Best Funding Solution



Corporate Bond Deal Awards



Industry Award Advertiser of the Year

KSA

- Brand Experience
 - Gold - Mama Sara and Sara
 - Silver - The Non-Sponsored Sponsorship of Ramadan - Contextual
- Data Insights / Contextual Marketing
 - Gold - The Non-Sponsored Sponsorship of Ramadan - Contextual
- Short or Long Form Video
 - Gold - Mama Sara and Sara
- Personalization
 - Silver - The Non-Sponsored Sponsorship of Ramadan - Contextual
- Audio / Voice / Sonic Branding
 - Silver - L'usine Brownie Leaves You Speechless
- Programmatic
 - Silver - Game on: L'usine
- Real Time - Marketing
 - Silver - The Non-Sponsored Sponsorship of Ramadan - Contextual
- Customer (CX) / User Experience (UX) and Design
 - Silver - Game on: L'usine
- Gaming, Gamification and E-Sports
 - Bronze - L'usine Brownie Leaves You Speechless
- Contextual and Geo-Targeting
 - Bronze - Game on: L'usine



Industry Award Advertiser of the Year

MENA

- Audio / Voice / Sonic Branding
 - Silver - L'usine Brownie Leaves You Speechless
- Real-Time Marketing
 - Silver - The Non-Sponsored Sponsorship of Ramadan - Contextual
- Short or Long Form Video
 - Bronze - Mama Sara and Sara



- 3rd Place - Best Annual Report Digital - Middle East
- 2nd Place - Best IR Professional (Saudi Arabia)



Gold - CSR 2024
Awarded by Ministry of Human Resources and Social Development (HRSD)



Industry Award Advertiser of the Year

Global

- Short or Long Form Video
 - Silver - Mama Sara and Sara Campaign
- Data Insights / Contextual Marketing
 - Bronze - Contextual Campaign
- Personalization
 - Bronze - Contextual Campaign
- Real Time Marketing
 - Bronze - Contextual Campaign



UAE

- 1st Place L'usine Food Brand
- 2nd Place Almarai Dairy Brand
- 3rd Place FMCG Brand
- 6th Place Almarai Beverage Brand

KSA

- 1st Place FMCG Brand
- 1st Place L'usine Food Brand
- 1st Place Almarai Dairy Brand
- 2nd Place Almarai Beverage Brand