



WHAT'S ON AWARDS 2018

ABU DHABI



TUESDAY, OCTOBER 23, 2018
GRAND HYATT, ABU DHABI

POST-EVENT REPORT

THE REGION'S FAVOURITE RESTAURANT, LEISURE & ENTERTAINMENT AWARDS



@WhatsOnAbuDhabi

#WOawards

WhatsOn.ae



THANK YOU



Motivate would like to extend a huge thank you to all guests and sponsors for their contribution in making *What's On Awards Abu Dhabi* a big success.

We hope you enjoyed yourself thoroughly and we look forward to working with you again in the near future.

Motivate Events team



YOU ARE INVITED....

More than 350 guests, including industry leaders from across Abu Dhabi, attended the gala dinner and awards ceremony at Grand Hyatt.

DIGITAL ARTWORK

- SAVE THE DATE
- E-INVITE
- SEE YOU TONIGHT



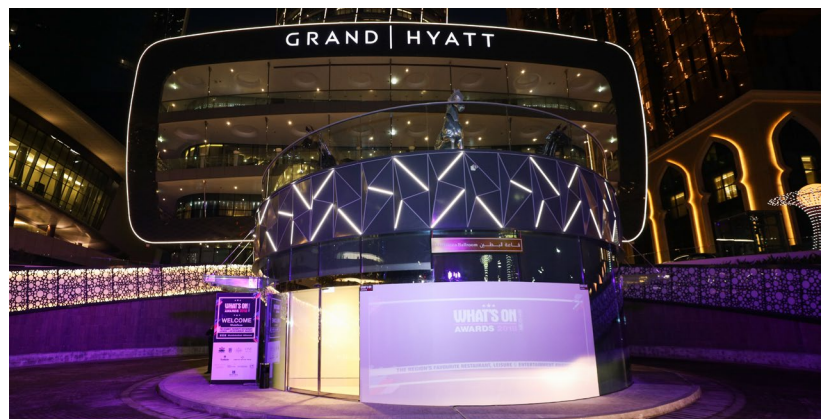
THE VENUE



GRAND HYATT ABU DHABI

Grand Hyatt Abu Dhabi Hotel & Residences Emirates Pearl offers a 5 star luxury hotel and events venue of awe-inspiring design and extraordinary architecture, located in the iconic West Corniche district of Abu Dhabi.

This 5 star hotel in Abu Dhabi is conveniently accessible to the city's business hub, high-end shopping districts, and is a short 35-minute drive from Abu Dhabi International Airport.



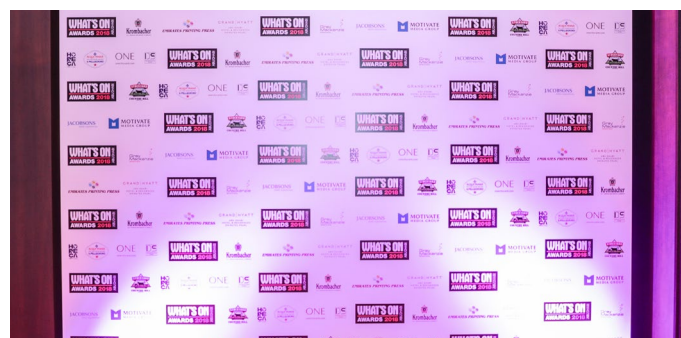
PINK CARPET GLAMOUR



PINK CARPET GLAMOUR



EVENT BRANDING





COUNTRY HILL & STOCKYARD

On behalf of Country Hill & Stockyard, Maria Luiza Panzica La Manna, Business Development Manager at Country Hill International, awarded the following four categories:

- Favorite Japanese Restaurant awarded to **Tori No Su, Jumeirah at Etihad Towers**
- Favorite Thai Restaurant awarded to **Benjarong, Dusit Thani**
- Favorite Steakhouse & Grill Restaurant awarded to **Ray's Grill, Jumeirah at Etihad Towers**
- Favorite The America's Restaurant awarded to **Chamas, InterContinental Abu Dhabi**



WHAT'S ON AWARDS 2018

ABU DHABI

SPONSOR

THE ITALIAN RESTAURANT
Prego's, Beach Rotana Abu Dhabi



HORECA TRADING

Our official water sponsors for *What's On Awards Abu Dhabi* provided Acqua Panna water and S. Pellegrino to guests throughout the evening.

On behalf of Horeca Trading, Mounir Al Kurdi – Commercial Director, awarded the following four categories:

- Favorite Day Out awarded to **Yas Waterworld**
- Favorite Sporting Event awarded to **Mubadala World Tennis Championship**
- Favorite International Restaurant awarded to **Teatro, Park Rotana**
- Favorite Italian Restaurant awarded to **Prego's, Beach Rotana**



SPONSOR

Gray
Mackenzie
& Partners

GREY MACKENZIE & PARTNERS

Our beverage partner's for the event, GMP, sponsored five categories on the night. Adham Amer, Gneral Managerat GMP presented the awards to the following winners:

- Favorite Ladies' Night awarded to **Yas Waterworld, Abu Dhabi**
- Favorite Bar awarded to **Roberto's Restaurant & Lounge**
- Favorite Nightclub awarded to **Empire Yas Bar**
- Favorite Pub Grub awarded to **Porters English Pub, Grand Millennium Al Wahda**
- Favorite Brunch awarded to **Roberto's Restaurant & Lounge**



WHAT'S ON AWARDS 2018

ABU DHABI

SPONSOR

FAVOURITE CONCERT Dua Lipa Live in Abu Dhabi



JACOBSONS
better experiences

JACOBSON'S DIRECT

Our official vote processing partner's for the awards, Jacobson's Direct, sponsored four categories on the evening. Mr Akram Raffoul, Partner and Executive Director, presented the following:

- Favorite Concert awarded to **Dua Lipa Live in Abu Dhabi**
- Favorite Festival awarded to **Mother of the Nations**
- Favorite Pan-Asian Restaurant awarded to **Cho gao Marina Walk, InterContinental**
- Favorite Seafood Restaurant awarded to **Finz, Beach Rotana**



SPONSOR



DESIGN STUDIO

Flower Partner's Design Studio produced beautifully designed table centerpieces for the evening.



REGISTRATION

What's On Awards Abu Dhabi registrants consisted of bars, restaurants, cafes, spas, nightclubs and events. Registration packs were sent to the outlets inviting them to register for compete for the awards.

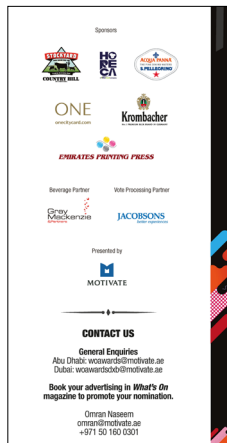
Packs containing an invitation letter, FAQ's and other information were sent across Abu Dhabi in May 2018, and voting was then opened to public from June till September 2018.

Once the voting was closed, all online and printed slips were sent to Jacobson's Direct, our auditing partners who checked and verified all votes. Top three outlets in each category were then invited to the *What's On Awards Abu Dhabi* on 23rd October 2018, where the final winner was announced.

The Leisure and Below 400 restaurants categories were pre-awarded two weeks prior to the event.



VOTING PROCESS



VOTING PROCESS

VOTING SLIPS

What's On Awards Abu Dhabi registrants consisted of bars, restaurants, cafes, spas, nightclubs, and events. Voting took place from **3rd June to 27th September 2018.**

Registered outlets were able to promote their participation to their customers online and through the voting slips. The voting packs were provided to the outlets that requested them, and consisted of tent cards, voting slips and business cards.

Once voting closed on **27th September 2018**, all online and printed voting slips were sent to Jacobosn's Direct, our auditing partner who checked and verified all votes. Top three outlets in each category were then invited to the *What's On Awards Abu Dhabi* on **23rd October 2018**, where the final winner was announced.

The 'Leisure and Below 400 restaurants' categories were pre-awarded two weeks prior to the event.



TABLE TENT CARD



BUSINESS CARDS



PRE-EVENT COVERAGE

VOTING AND TICKETS SALES CAMPAIGN

The 'Vote Now' and 'Book Your Tables Now' print campaign was live from **July through to September 2018**.



PRINT

What's On Abu Dhabi

July 2018
August 2018
September 2018
October 2018

Emirates Woman

July 2018
August 2018
September 2018
October 2018

Golf Digest

July 2018
August 2018

September 2018
October 2018

Gulf Business

July 2018
August 2018
September 2018
October 2018

Business Traveller ME

July 2018
August 2018
September 2018
October 2018

Good

July 2018
August 2018
September 2018
October 2018

Campaign

July 1
August 12
August 26
September 9
September 23
October 7



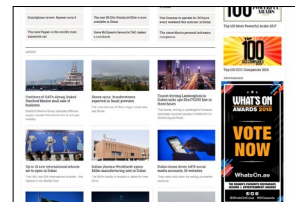
PRE-EVENT COVERAGE

VOTING AND TICKETS SALES CAMPAIGN

The 'Vote Now' and 'Buy Your Tables Now' digital banner's ran across the following sites from **July through till November**

VOTE NOW (Jul 29 – Sept 25, 2018)

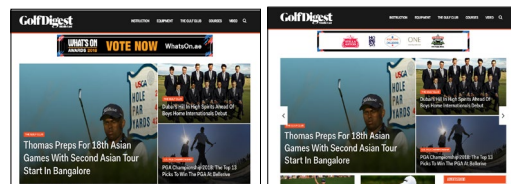
- WhatsOn.ae
- GulfBusiness.com
- Golfdigestme.com
- Campaignme.com



HALF PAGE
168,167 IMPRESSIONS



MPU
30,076 IMPRESSIONS



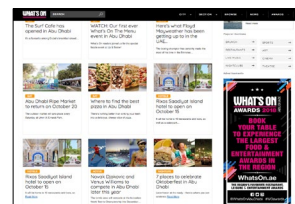
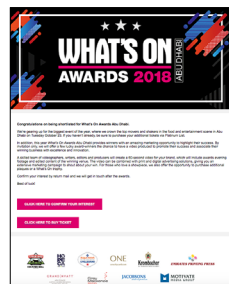
LEADERBOARD
96,148 IMPRESSIONS

BUY YOUR TABLES NOW (Oct 30 – Nov 10, 2018)

- WhatsOn.ae

E-MAILER

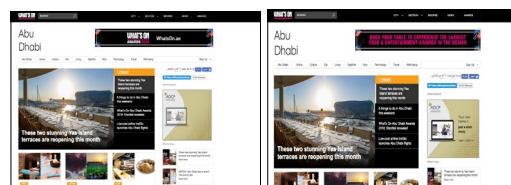
E-mail blast was sent to the *What's On* database of over 75,000 October.



HALF PAGE
940,158 IMPRESSIONS



MPU
585,023 IMPRESSIONS



LEADERBOARD
464,459 IMPRESSIONS

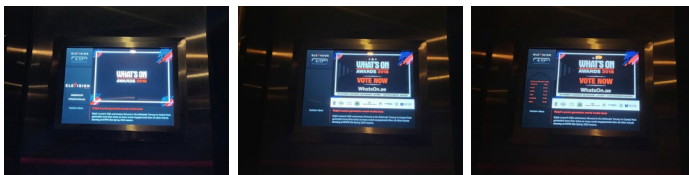
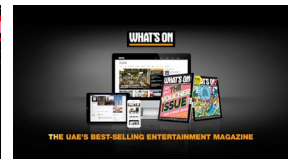


PRE-EVENT COVERAGE

VOTING CAMPAIGN

CINEMA AD

Cinema ads were shown across VOX cinemas from **September 1 - 28, 2018.**



ELEVISION

The campaign ran across the Elevision lift advertisement platform across their DMC and Business Bay network from **September 1-15, 2018.**

RADIO AD

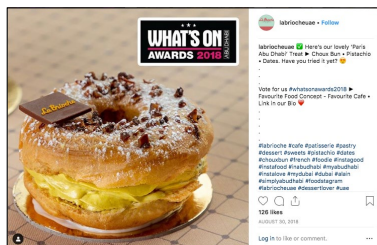
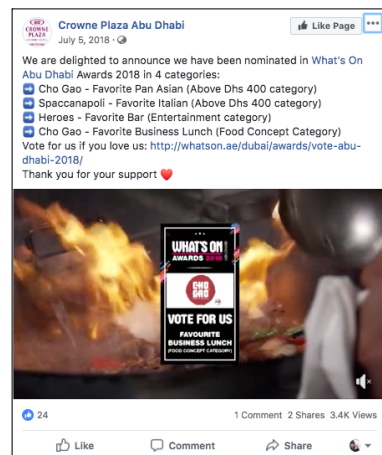
The 30 second radio ad aired on Dubai 92 from **October 25- November 11, 2018.**

“What's your favourite restaurant in Dubai? Your favourite brunch? What about your favourite ladies night? Vote now in the What's On Awards and win four VIP tickets to Party in the Park. Voting is easy. Go to whats on dot ae. What's On, the UAE's best-selling entertainment magazine. On sale now.



VOTING PROMOTION

Examples of outlets encouraging their customers to vote:



THE WINNERS



What's On Indie Restaurant of the Year
Tawa Bakery



What's On Newcomer of the Year
La Petite Maison



What's On Chef of the Year
Chef Brienner Sandoval, 99 Sushi Bar



What's On Restaurant of the Year
Coya



THE WINNERS



Favourite Day Out
Yas Water World Abu Dhabi



Favourite Sporting Event
Mubadala World Tennis Championship



Favourite Concert
Dua Lipa Live in Abu Dhabi



Favourite Festival
Mother of the Nation



Favourite Ladies' Night
Yas Waterworld Abu Dhabi



Favourite Bar
Roberto's Restaurant and Lounge



THE WINNERS



Favourite Nightclub
Empire Yas Club



Favourite Healthy Eating Restaurant
Zest, The Club



Favourite Cafe
Cafe Mandarin



Favourite Business Lunch
Mosaic Restaurant



Favourite Pub Grub
Porters English Pub, Grand Millenium
Al Whada



Favourite Brunch
Roberto's Restaurant & Lounge



THE WINNERS



Favourite Middle Eastern Restaurant
Ornina Oriental Lounge



Favourite Chinese Restaurant
Shang Palace, Shangri-La Hotel, Abu Dhabi



Favourite French Restaurant
Bord Eau, Shangri-La Hotel, Abu Dhabi



Favourite Indian Restaurant
Indigo, Beach Rotana Abu Dhabi



Favourite International Restaurant
Teatro, Park Rotana Abu Dhabi



Favourite Italian Restaurant
Prego's, Beach Rotana, Abu Dhabi



THE WINNERS



Favourite Japanese Restaurant
Tori No Su, Jumeirah at Etihad Towers



Favourite Thai Restaurant
Benjarong, Dusit Thani Abu Dhabi



Favourite Pan Asian Restaurant
**Cho Gao, Marina Walk,
Intercontinental Abu Dhabi**



Favourite Seafood Restaurant
Finz, Beach Rotana Abu Dhabi



Favourite Steakhouse
Ray's Grill, Jumeirah at Etihad Towers



Favourite The Americas Restaurant
Chamas, InterContinental Abu Dhabi



THE WINNERS

PRE-AWARDED (BELOW DHS400)



Favourite Brunch
Sevilla Restaurant, Al Raha Beach
Abu Dhabi



Favourite Middle Eastern Restaurant
Mosaic Restaurant



Favourite Chinese Restaurant
Dai Pai Dong, Rosewood Hotel Abu Dhabi



Favourite French Restaurant
Paul, Yas Mall Abu Dhabi



Favourite Indian Restaurant
Kababs & Kurries



Favourite International Restaurant
Horizon Restaurant, Khalidiya Palace
Rayhaan by Rotana



THE WINNERS

PRE-AWARDED (BELOW DHS400)



Favourite Italian Restaurant
Pizza Di Rocco



Favourite Japanese Restaurant
Sushi Central



Favourite Pan - Asian Restaurant
Max's Restaurant, Abu Dhabi



Favourite Seafood Restaurant
Red Lobster, Al Whada Mall Abu Dhabi



Favourite The Americas Restaurant
**Amerigos Mexican Bar & Restaurant,
Radisson Blu Yas Island Abu Dhabi**



Favourite Steakhouse
**Choice Cut Steakhouse, Novotel
Abu Dhabi Al Bustan**



THE WINNERS

PRE-AWARDED (BELOW DHS400)



Favourite Fitness Club
Fitness First, Marina Mall Abu Dhabi



Favourite Spa
Tips and Toes, Khalifa City



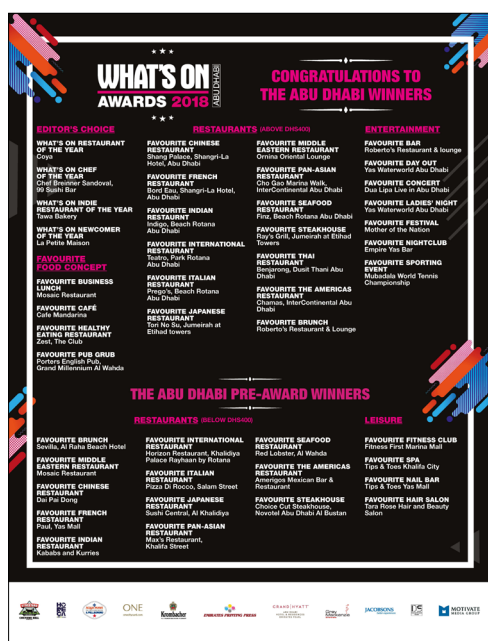
Favourite Nail Bar
Tips and Toes Yas Mall, Abu Dhabi



Favourite Hair Salon
Tara Rose Beauty Salon

POST-EVENT COVERAGE

WINNERS ANNOUNCEMENT



PRINT AD

Announcement published in *What's On Abu Dhabi* (November 2018), *Campaign* (4th November 2018).

BADGES

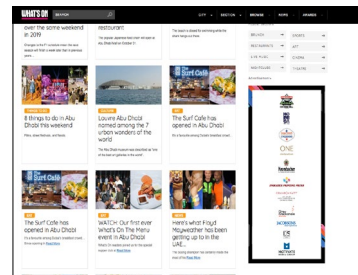
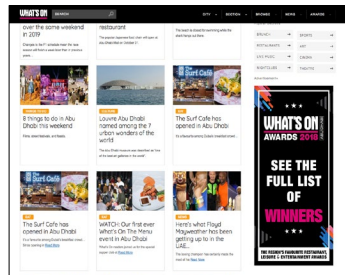
Badges sent to all winners.



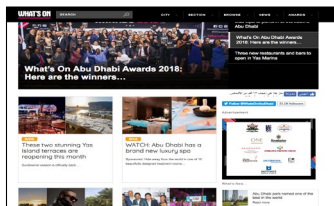
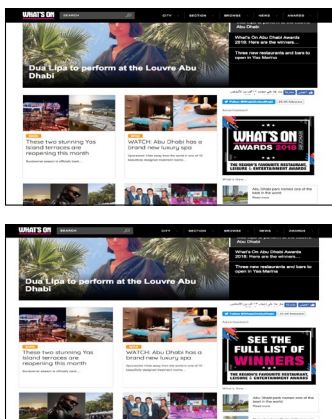
POST-EVENT COVERAGE

WINNERS ANNOUNCEMENT

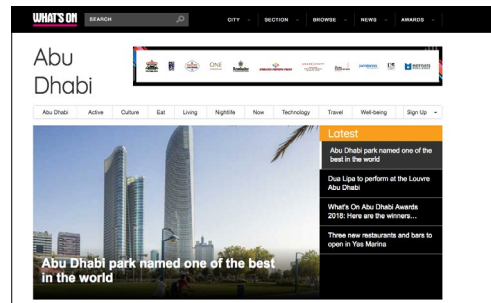
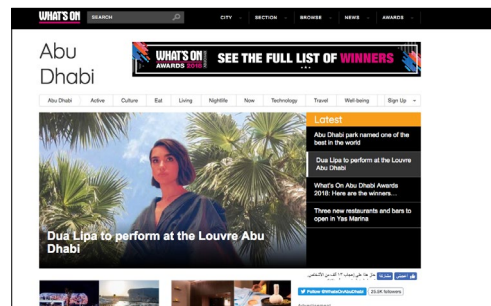
Digital Banners were uploaded on *What's On* website with over 289,490 impressions. E-mailer's sent to our *What's On Dubai* database announcing the winner's on 24th October 2018.



HALF PAGE
119,439 IMPRESSIONS



MPU
82,946 IMPRESSIONS



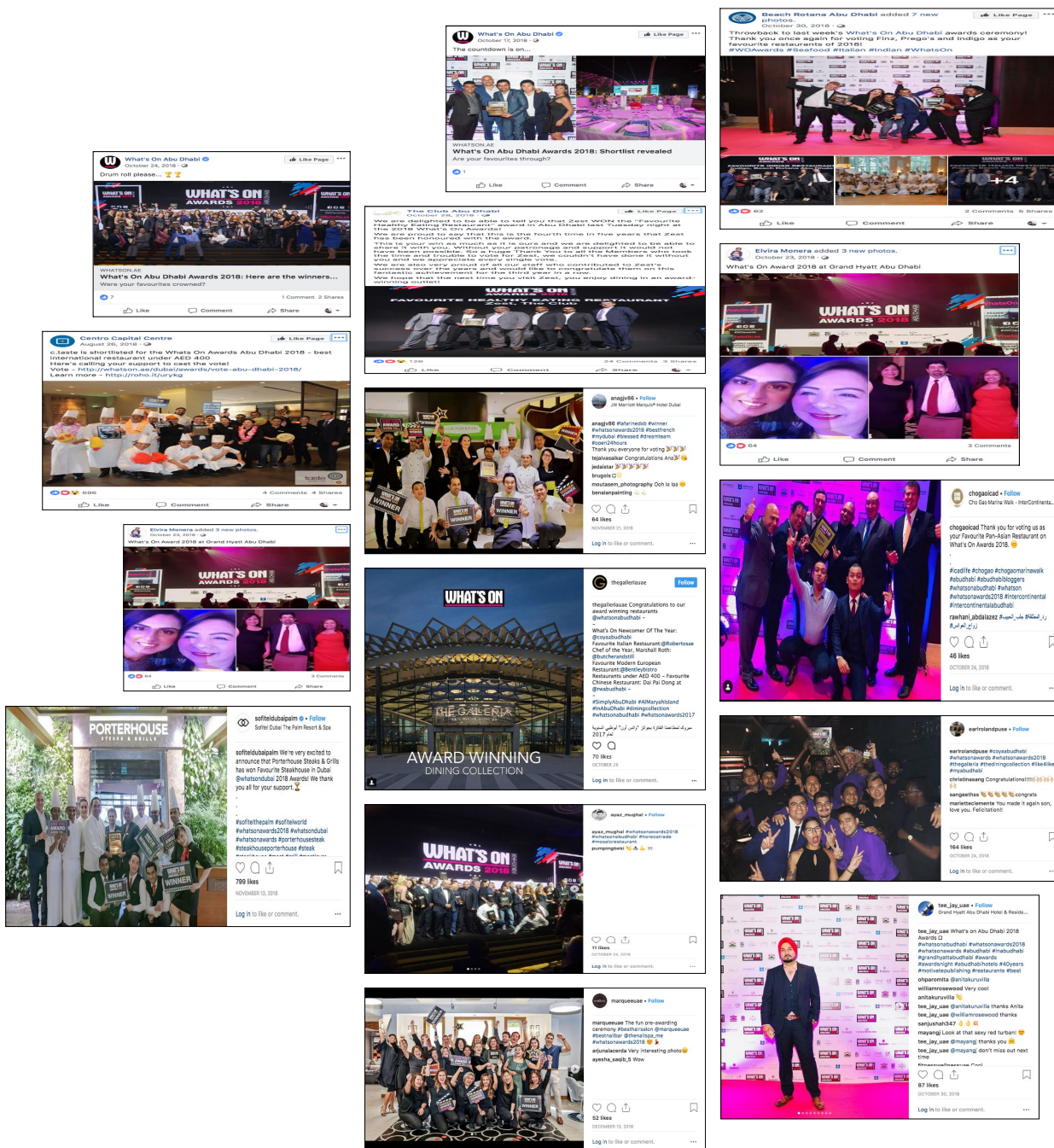
LEADERBOARD
87,105 IMPRESSIONS



E-MAILER



SOCIAL MEDIA



POST-EVENT COVERAGE

EDITORIAL
COVERAGE

**WHAT'S ON
ABU DHABI**

DEC 2018



AND THE WINNER IS...

THE VOTES ARE IN FOR THE 2018 WHAT'S ON AWARDS.
THESE ARE THE CAPITAL'S BEST EVENTS, RESTAURANTS,
BARS AND SPAS, AS CHOSEN BY YOU

28_What's On_12.2018



POST-EVENT COVERAGE

EDITORIAL COVERAGE

**WHAT'S ON
ABU DHABI**

DEC 2018



THE BIG WINNERS



What's On Chef Of The Year

99 SUSHI BAR

Chef Breinner Sandoval, of 99 Sushi Bar, works tirelessly to deliver new and exciting dishes at his upscale sushi restaurant. And it must be working, because the people keep coming back, again and again and again.

What's On Restaurant Of The Year

COYA

Last year, Coya took home our Newcomer of the Year award, and it's continued to impress us. The pan-Latino consistently

delivers on food and decor. Coya thinks outside the box and, that's why we, and the rest of Abu Dhabi, love it so much.



Newcomer Of The Year

LA PETITE MAISON

La Petite Maison was one of the most anticipated openings of 2017. The high standard of food and service that has won this restaurant so many accolades in Dubai has transferred successfully to the capital.



Indie Restaurant Of The Year

TAWA BAKERY

Arguably home to the best gluten-free food in Abu Dhabi, this spot is no stranger to a What's On Award. Coupled with the spectacular views of the ocean, it's no wonder that Tawa Bakery is once again our Indie Restaurant of the Year.

12.2018_What's On_29

WHAT'S ON AWARDS 2018 // THE BIG WINNERS



POST-EVENT COVERAGE

EDITORIAL COVERAGE

**WHAT'S ON
ABU DHABI**

DEC 2018

WHAT'S ON AWARDS 2018 // BEST RESTAURANTS ABOVE DHS400



BEST RESTAURANTS

(ABOVE DHS400)



Favourite Brunch **ROBERTO'S RESTAURANT AND LOUNGE**

It's an elegant affair at Roberto's Friday feast, with a mix of traditional antipasti served to the table, a pasta course, and a la carte main offering.



Favourite Indian Restaurant **INDIGO, BEACH ROTANA**

Indigo continues to successfully pay tribute to the culture and culinary flavour of north India.



Favourite International Restaurant **TEATRO, PARK ROTANA**

Offering a comprehensive a la carte menu Teatro creatively blends dishes from Thailand, China, Japan and Italy. Whether it's alfresco or in front of the many live cooking stations, this restaurant is well worth a visit.



Favourite Chinese Restaurant **SHANG PALACE, SHANGRI-LA HOTEL**

The mighty Shang has stood the test of time in the capital, and the previous What's On Awards winner is back among the gongs.

Favourite French Restaurant **BORD EAU, SHANGRI-LA HOTEL**

Superb a la carte menus with the finest ingredients imported from Europe add to the exceptional dining experience at Bord Eau.



Favourite Italian Restaurant **PREGO'S, BEACH ROTANA**

With a stunning terrace, wood fired pizza and pasta freshly made daily, it's no wonder reservations are essential at Prego's Italian restaurant.



Favourite Japanese Restaurant **TORI NO SU**

From a versatile sushi bar to exotic dishes from the Teppanyaki grill, Tori No Su curates the best of Japanese cuisine.

30_What's On_12.2018



POST-EVENT COVERAGE

EDITORIAL COVERAGE

WHAT'S ON ABU DHABI

DEC 2018



Favourite Middle Eastern Restaurant **ORNINA ORIENTAL, AL BANDAR**

With panoramic views of Al Bandar Marina, Yas Island and the Arabian Gulf, Ornina Oriental serves southern Mediterranean cuisine with an oriental touch, reflected across a wide-ranging tapas selection.



Favourite Thai Restaurant **BENJARONG, DUSIT THANI**

The upgrade last year paid off – Benjarong, famous for serving authentic Thai cuisine in an elegant setting, is this year's What's On winner.



Favourite Seafood Restaurant **FINZ, BEACH ROTANA**

This waterfront restaurant feels miles away from the bustle of Abu Dhabi. For seafood lovers, Finz is hard to beat.



Favourite Pan-Asian Restaurant **CHO GAO RESTAURANT & LOUNGE, MARINA WALK, INTERCONTINENTAL ABU DHABI**

Cho Gao has been rammed for years, in part for proving that you don't have to pay five-star prices to get five-star Asian food.



Favourite Steakhouse **RAY'S GRILL, JUMEIRAH AT ETIHAD TOWERS**

If you want perfect meat cuts cooked to perfection, then Ray's Grill restaurant is your place of choice.



Favourite The Americas Restaurant **CHAMAS, INTERCONTINENTAL**

The jovial atmosphere, fun staff and high-quality meat on offer make Chamas exceptional value.

12.2018_What's On_31

WHAT'S ON AWARDS 2018 // BEST RESTAURANTS ABOVE DHS400

POST-EVENT COVERAGE

EDITORIAL COVERAGE

**WHAT'S ON
ABU DHABI**

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WHAT'S ON AWARDS 2018 // BEST RESTAURANT EVENTS



BEST RESTAURANT EVENTS

Favourite Business Lunch MOSAIC RESTAURANT

For a quick business lunch of top Lebanese food, head to Mosaic. Prices are reasonable and everything is homemade.



Favourite Cafe CAFE MANDARINA

This hidden gem in Al Rabbha is not about the most modern cooking techniques or finely finished dishes, instead it puts its focus on producing fresh, nourishing dishes.



Favourite Pub Grub PORTERS ENGLISH PUB, GRAND MILLENNIUM AL WAHDA

With a popular daily happy hour that runs until 9pm and a value no-frills Friday brunch, you'd be hard pushed to find a better place to while away a game day than Porters English Pub.



Favourite Healthy Restaurant ZEST, THE CLUB

Abu Dhabi's British Club in Al Meena has now won four years in a row with its healthy eating outlet Zest. It gets clever with its menu and we're big fans of its smoothies (whey protein and peanut butter, please) plus it also offers gluten free dishes.



32_What's On_12.2018



POST-EVENT COVERAGE

EDITORIAL COVERAGE

**WHAT'S ON
ABU DHABI**

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WHAT'S ON AWARDS 2018 // BEST RESTAURANTS UNDER DHS400



BEST RESTAURANTS

(UNDER DHS400)



Favourite The Americas Restaurant
AMERIGOS MEXICAN BAR & RESTAURANT



Favourite Middle Eastern Restaurant
MOOSAIC RESTAURANT



Favourite French Restaurant
PAUL, YAS MALL



Favourite Steakhouse
CHOICE CUT, NOVOTEL AL BUSTAN



Favourite Italian Restaurant
PIZZA DI ROCCO, SALAM STREET



Favourite Indian Restaurant
KEBABS AND KURRIES



Favourite Japanese Restaurant
SUSHI CENTRAL, AL KHALIDIYA



Favourite Seafood Restaurant
RED LOBSTER, AL WAHDA



Favourite Brunch
SEVILLA, AL RAHA BEACH HOTEL



Favourite Pan-Asian Restaurant
MAX'S RESTAURANT



Favourite Chinese Restaurant
DAI PAI DONG, ROSEWOOD ABU DHABI



Favourite International Restaurant
HORIZON RESTAURANT, KHALIDIYA PALACE RAYHAAN BY ROTANA

34_What's On_12.2018



POST-EVENT COVERAGE

EDITORIAL COVERAGE

**WHAT'S ON
ABU DHABI**

DEC 2018

WHAT'S ON AWARDS 2018 // BEST ENTERTAINMENT & EVENTS



BEST ENTERTAINMENT & EVENTS



Favourite Ladies' Night **YAS WATERWORLD**

The weekly event at Yas Waterworld comes complete with a full female crew, female DJ and Zumba.



Favourite Day Out **YAS WATERWORLD**

The city's iconic waterpark has been a top day out since it opened back in 2013. It's home to more than 40 waterslides, rides and attractions.



Favourite Bar **ROBERTO'S**

The upscale restaurant and lounge made its name in Dubai, and it's proved quite the hit in the capital, too.



Favourite Concert **DUA LIPA LIVE**

Refreshingly energetic and engaging, the New Rules hitmaker performed her heart out and dazzled fans at the February gig.



Favourite Festival **MOTHER OF THE NATION**

Whether it's beachfront dining, a dedicated 'Happiness Zone' filled with family-friendly activities, or an exhibition highlighting the life and works of the woman who inspired the festival, HH Sheikhha Fatima, the Mother of the Nation Festival has something for everyone.



Favourite Nightclub **EMPIRE**

Empire opened last summer and proved an instant hit, thanks in part to its great mix of events (R&B evenings, Arabic evenings, and ladies' nights).



Favourite Sporting Event **MUBADALA WORLD TENNIS CHAMPIONSHIP**

One of the biggest events on the sporting calendar, and one that never fails to deliver.

BEST SPAS & SALONS



BEST SPAS & SALONS



Favourite Fitness Club **FITNESS FIRST, MARINA MALL**



Favourite Spa **TIPS & TOES KHALIFA CITY**



Favourite Nail Bar **TIPS & TOES YAS MALL**



Favourite Hair Salon **TARA ROSE HAIR AND BEAUTY SALON**

36_What's On_12.2018



POST-EVENT COVERAGE

EDITORIAL COVERAGE

**WHAT'S ON
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WHAT'S ON AWARDS 2018 // PARTY PICTURES



THE BIG NIGHT



Check out
more party
pics at
whatson.ae



38_What's On_12.2018



POST-EVENT COVERAGE

EDITORIAL COVERAGE

**WHAT'S ON
ABU DHABI**

DEC 2018



EVENT SPONSORS

*Thanks to our sponsors
for working with
the team on such a
fantastic event*



Sponsors



12.2018_What's On_39

WHAT'S ON AWARDS 2018 // PARTY PICTURES



SPECIAL THANKS TO OUR SPONSORS

