

## Courageous Client

The Courageous Client Award was pioneered by The Caples Awards in order to recognise the contribution clients make to creativity. It is an award made personally by the President of the Jury to honour the person behind some of the year's most arresting work.

Clients don't just pay the bills, they create the opportunities for their agencies to shine. Sometimes they risk their own jobs and reputations to do what they believe is right and sometimes they risk even more.

That is certainly true of Ben Moogge's honoree in 2022.

She signed off on 'The Elections Editions' campaign which has won Caples Golds for Impact BBDO UAE in the Ambient/Guerilla/OOH and Print categories as well as Silvers in PR and Radical New Strategy.

### Nayla Tuenia Editor-in-Chief, AnNahar



Nayla Tueni is Editor-in-Chief of AnNahar, the leading newspaper published in Arabic in Lebanon. She got the job at the age of 23 when her father, Editor and Publisher Gebran Tueni, was killed in a car bomb.

In 2022, the country was in a state of political paralysis after the explosion in Beirut on August 4<sup>th</sup> 2020, one of the biggest non-nuclear explosions ever recorded.

Free and fair elections scheduled for May were an opportunity for the people to instal a government that might bring those responsible to account, deal with corruption in high places and set about a political restructuring.

When it was reported that the elections might be cancelled because of a shortage of paper and ink, Impact BBDO saw the problem as an opportunity.

AnNahar would cease to publish for just one day. The materials saved would be donated to create ballot papers. In not publishing the news, AnNahar would make the news.

Ms Tuenia saw instantly what a bold statement the empty racks and shelves in every corner shop in Beirut and beyond would make. And for the first time in nearly 90 years, the presses were still.