



THURSDAY JULY 29, 2021
DHU AL HIJJA 19, 1442

gulfnews.com

GULF NEWS



Scan for
our social
media

© All rights reserved 2021

50
عام الخمسين
YEAR OF THE FIFTIETH
٢٠٢١ UAE

MIDDLE EAST | P8

Mikati gets Aoun approval for his cabinet line-up

THE VIEWS | P6

A despicable murder shakes Pakistan society



BUSINESS | P12

DP World reports strong growth in container traffic

TABLOID | P4-5

OLD-SCHOOL ADVENTURE RETURNS TO BIG SCREEN

Dwayne Johnson and Emily Blunt's summer blockbuster *Jungle Cruise* set to be a wild ride



Award for Mars Mission 'Double Moon' campaign

UAE entry selected from 29,000 others across 90 countries

DUBAI

Staff Report

The 'Double Moon' campaign, which was organised in the run-up to Hope Probe's arrival to Mars, bagged an Outdoor Silver Lion at the prestigious Cannes Lions International Festival of Creativity.

The campaign, which brought Mars' twin moons Phobos and Deimos to the skies of Dubai earlier in February using new technologies for the first time in the Middle East, was selected from 29,000 entries across 90 countries by a jury panel of leading advertising and media professionals.

Organised by the UAE Government Media Office, the creative campaign aimed to engage UAE citizens and residents and generate excitement a few

days ahead of Hope Probe's historic entry to the Red Planet's orbit. The sight of rare two moons in Dubai's skies was widely shared on social media by onlookers astonished at the scene.

"Winning international awards such as the Cannes Lions establishes the UAE's image as a destination for creativity and talent in global consciousness," said Alia Al Hammadi, Vice-Chairperson of the UAE Government Media Office.



The campaign brought Mars' twin moons Phobos and Deimos to the skies of Dubai.