

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
A01 Corporate Information				
FREEJ ONLINE	FREEJ	ANIMATED 3D SERIES	BREATHE BRANDING, Dubai	UNITED ARAB EMIRATES
THE JAM JAR	THE JAM JAR	CONTEMPORARY ARTS STUDIO	INNOVATIONS, Dubai	UNITED ARAB EMIRATES
A02 Consumer Products				
VERDE LAUNCH	ETA STAR PROPERTY DEVELOPERS	PROPERTY DEVELOPERS	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
VERDE TEASER	ETA STAR PROPERTY DEVELOPERS	PROPERTY DEVELOPERS	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE RIDE HOME	DIAGEO LEBANON	SMIRNOFF	JWT, Beirut	LEBANON
TOTALLY YOU	GENERAL MOTORS	CHEVROLET AVEO 5	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE ONE	THE ONE	FASHION	MOJO ADVERTISING, Dubai	UNITED ARAB EMIRATES
CLEARASIL CONFIDENCE	RECKITT BENCKISER	CLEARASIL FACE CLEANSER	EURO RSCG DUBAI	UNITED ARAB EMIRATES
WHAT HIDES BENEATH?	CADBURY	TRIDENT SPLASH	JWT CASABLANCA	MOROCCO
TAHYEES	NESTLÉ EGYPT	ICE CREAM	JWT CAIRO	EGYPT
A03 Consumer Services				
WHAT TYPE ARE YOU	HSBC	PLATINUM CREDIT CARD	FIREFLY, Dubai	UNITED ARAB EMIRATES
WHAT'S YOUR FLAVOUR?	CHILI'S RESTAURANT	CHICKEN CRISPER MENU LAUNCH	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES

MY FAMILY	DU TELECOM	CALL SELECT	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
MAKE ME HAPPY	DU	COMMUNICATIONS	WUNDERMAN DUBAI	UNITED ARAB EMIRATES
A05 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safet				
MAKE THE SWITCH	ECOBILITY	SUSTAINABLE ENERGY	FLIP MEDIA, Dubai	UNITED ARAB EMIRATES
B01 Online Advertising				
HIGHWAY	GOODYEAR	TYRES	ATOM DIGITAL, Dubai	UNITED ARAB EMIRATES
MANDELA	ZAIN TELECOMMUNICATIONS	TRIBUTE TO NELSON MANDELA	SAATCHI & SAATCHI LEBANON, Beirut	LEBANON
SURPRISE	DHL	DHL	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
WOOL JUST IN TIME	DHL	DHL EXPRESS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
RECYCLE FOR A LIVING PLANET	EMIRATES ENVIRONMENTAL GROUP	RECYCLING DRIVE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
DRILL	GLAXOSMITHKLINE	PANADOL ACTIFAST	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
PARTY	GLAXOSMITHKLINE	PANADOL ACTIFAST	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
ZOOM	MOTOROLA	MOTOROLA ZN5	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
INTERACTIVE SOUND & DISPLAY	MERCEDES-BENZ	MERCEDES-BENZ	IMPACT PROXIMITY, Dubai	UNITED ARAB EMIRATES
CHINESE PUPPET	EMIRATES AIRLINE	FLIGHTS TO CHINA	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
C01 Other Interactive Communication Tools				
SHARE THE SCARE!	MBC	MBC 2 TV CHANNEL	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES

BLUEBERRY	HSBC	HSBC PLATINUM CREDIT CARD	JWT DUBAI	UNITED ARAB EMIRATES
CEO	HSBC	HSBC PLATINUM CREDIT CARD	JWT DUBAI	UNITED ARAB EMIRATES
INVERTED COMMAS	HSBC	HSBC PLATINUM CREDIT CARD	JWT DUBAI	UNITED ARAB EMIRATES