Craft Shortlist

Dubai Lynx 2010
Dubai International Advertising Festival 14 - 16 March

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 TV - Best Use of Animation/Computer Graphics/Special Effects				
MY CITY. MY METRO	DUBAI METRO	DUBAI METRO	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
A02 TV - Best Use of Art Direction				
THINK	QATAR FOUNDATION	QATAR FOUNDATION	TBWA\RAAD, Doha	QATAR
FARMER	VODAFONE	TELECOMMUNICATIONS	JWT CAIRO	EGYPT
EMPLOYEE	VODAFONE	TELECOMMUNICATIONS	JWT CAIRO	EGYPT
STUDENT	VODAFONE	TELECOMMUNICATIONS	JWT CAIRO	EGYPT
TAILOR	VODAFONE	TELECOMMUNICATIONS	JWT CAIRO	EGYPT
A03 TV - Best Use of Cinematography				
MOSQUE	ABU DHABI TOURISM AUTHORITY	EXECUTIVE AFFAIRS AUTHORITY ABU DHABI	TBWA\RAAD, Abu Dhabi	UNITED ARAB EMIRATES
FORT	ABU DHABI TOURISM AUTHORITY	EXECUTIVE AFFAIRS AUTHORITY ABU DHABI	TBWA\RAAD, Abu Dhabi	UNITED ARAB EMIRATES
YAS	ABU DHABI TOURISM AUTHORITY	EXECUTIVE AFFAIRS AUTHORITY ABU DHABI	TBWA\RAAD, Abu Dhabi	UNITED ARAB EMIRATES
TODAY IS GOLD	WORLD GOLD COUNCIL	L'OR ACCESSORIES	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
CHECK CHECK	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
A04 TV - Best Use of Film Direction				
ROCKY	MELODY ENTERTAINMENT	MELODY AFLAM TV CHANNEL	LEO BURNETT CAIRO	EGYPT
TITANIC	MELODY ENTERTAINMENT	MELODY AFLAM TV CHANNEL	LEO BURNETT CAIRO	EGYPT
DANCES WITH WOLVES	MELODY ENTERTAINMENT	MELODY AFLAM TV CHANNEL	LEO BURNETT CAIRO	EGYPT
BRAVEHEART	MELODY ENTERTAINMENT	MELODY AFLAM TV CHANNEL	LEO BURNETT CAIRO	EGYPT
SEVEN	MELODY ENTERTAINMENT	MELODY AFLAM TV CHANNEL	LEO BURNETT CAIRO	EGYPT
A05 TV - Best Use of Music & Sound Design				
WAKE ME UP AT IFTAR	MOBINIL TELECOMMUNICATIONS	TELECOMMUNICATIONS	LEO BURNETT CAIRO	EGYPT
CHECK CHECK	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
B01 Print - Best Use of Art Direction				
CONFIDENCE	SHAMART	REYNOLDS FINE CARBURE PENS	JWT DUBAI	UNITED ARAB EMIRATES
RIVAL	SHAMART	REYNOLDS FINE CARBURE PENS	JWT DUBAI	UNITED ARAB EMIRATES
SENSUAL	SHAMART	REYNOLDS FINE CARBURE PENS	JWT DUBAI	UNITED ARAB EMIRATES
TAP	ALDAR	PROPERTY MANAGEMENT & DEVELOPMENT	JWT DUBAI	UNITED ARAB EMIRATES
SWITCH	ALDAR	PROPERTY MANAGEMENT & DEVELOPMENT	JWT DUBAI	UNITED ARAB EMIRATES
HANDS	ALDAR	PROPERTY MANAGEMENT & DEVELOPMENT	JWT DUBAI	UNITED ARAB EMIRATES
ESKIMO	NESTLÉ	POLO	JWT DUBAI	UNITED ARAB EMIRATES
SNOWBOARDER	NESTLÉ	POLO	JWT DUBAI	UNITED ARAB EMIRATES
PARTY	LG ELECTRONICS	LG VIEWTY SMART MOBILE PHONE	Y&R DUBAI	UNITED ARAB EMIRATES
PICNIC	LG ELECTRONICS	LG VIEWTY SMART MOBILE PHONE	Y&R DUBAI	UNITED ARAB EMIRATES
LAMBORGHINI	MASTERMIND PUBLISHING	INTERSECTION CAR MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
NISSAN GTR	MASTERMIND PUBLISHING	INTERSECTION CAR MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
MCLAREN MP4 -12C	MASTERMIND PUBLISHING	INTERSECTION CAR MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
B02 Print - Best Use of Copywriting				
NOSE JOB	PHOTOLIBRARY	STOCK LIBRARY	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES

THE CHASE	PHOTOLIBRARY	STOCK LIBRARY	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
TORTURE	PHOTOLIBRARY	STOCK LIBRARY	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
ECONOMIST	SAKS FIFTH AVENUE	SAKS FIFTH AVENUE	EURO RSCG DUBAI	UNITED ARAB EMIRATES
OLIVE	SAB MEDIA GROUP	THE TIMES NEWSPAPER	JWT DUBAI	UNITED ARAB EMIRATES
CHOCOLATE	SAB MEDIA GROUP	THE TIMES NEWSPAPER	JWT DUBAI	UNITED ARAB EMIRATES
UNDERPANTS	SAB MEDIA GROUP	THE TIMES NEWSPAPER	JWT DUBAI	UNITED ARAB EMIRATES
LAMBORGHINI	MASTERMIND PUBLISHING	INTERSECTION CAR MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
NISSAN GTR	MASTERMIND PUBLISHING	INTERSECTION CAR MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
MCLAREN MP4 -12C	MASTERMIND PUBLISHING	INTERSECTION CAR MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
B03 Print - Best Use of Illustration				
AFFAIRS	SUGAR DADDY	BAKERY	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
MARKET	SUGAR DADDY	BAKERY	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
FIGHT	SUGAR DADDY	BAKERY	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
TAP	ALDAR PROPERTIES	PROPERTY MANAGEMENT & DEVELOPMENT	JWT DUBAI	UNITED ARAB EMIRATES
HANDS	ALDAR PROPERTIES	PROPERTY MANAGEMENT & DEVELOPMENT	JWT DUBAI	UNITED ARAB EMIRATES
CUPS	ALDAR PROPERTIES	PROPERTY MANAGEMENT & DEVELOPMENT	JWT DUBAI	UNITED ARAB EMIRATES
MAN	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
FISH	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
JAR	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
SPIDER	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
THE DATE	COLGATE - PALMOLIVE	MAXFRESH TOOTHPASTE	Y&R DUBAI	UNITED ARAB EMIRATES
THE DOG	COLGATE - PALMOLIVE	MAXFRESH TOOTHPASTE	Y&R DUBAI	UNITED ARAB EMIRATES
THE JOB	COLGATE - PALMOLIVE	MAXFRESH TOOTHPASTE	Y&R DUBAI	UNITED ARAB EMIRATES
B04 Print - Best Use of Photography				
FEMALE FASHION VICTIM	MERCEDES-BENZ	SEATBELT AWARENESS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
MALE FASHION VICTIM	MERCEDES-BENZ	SEATBELT AWARENESS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
GEORGE	COLGATE - PALMOLIVE	SONIC POWER 360 TOOTH BRUSH	Y&R DUBAI	UNITED ARAB EMIRATES
ELAINE	COLGATE - PALMOLIVE	SONIC POWER 360 TOOTH BRUSH	Y&R DUBAI	UNITED ARAB EMIRATES
JERRY	COLGATE - PALMOLIVE	SONIC POWER 360 TOOTH BRUSH	Y&R DUBAI	UNITED ARAB EMIRATES
BUNNY	CARACALLA SPA	SPA	THE TRIBE, Dubai	UNITED ARAB EMIRATES
FLOWER	CARACALLA SPA	SPA	THE TRIBE, Dubai	UNITED ARAB EMIRATES
B05 Print - Best Use of Typography				
AIR	AMANCORP	AIRFREE AIR PURIFIERS	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
BREATHE	AMANCORP	AIRFREE AIR PURIFIERS	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
WHEEZE	AMANCORP	AIRFREE AIR PURIFIERS	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES