

Integrated Shortlist



| Title | Advertiser/Client | Product/Service | Entrant Company | Country |
|-------------------|-----------------------|----------------------------|------------------------------|----------------------|
| BE HEARD CAMPAIGN | DU | TELECOM PROVIDER | LEO BURNETT DUBAI | UNITED ARAB EMIRATES |
| MEET DUBAI | EMIRATES AIRLINES | COUNTRY PROMOTION | LEO BURNETT DUBAI | UNITED ARAB EMIRATES |
| HIROSHI & OSAMU | GENERAL MOTORS | CHEVROLET | LEO BURNETT DUBAI | UNITED ARAB EMIRATES |
| THINK | QATAR FOUNDATION | QATAR FOUNDATION | TBWA\RAAD, Doha | QATAR |
| 89 FANS FROM 89 | THE COCA-COLA COMPANY | COCA-COLA | ELEPHANT, Cairo | EGYPT |
| SAVE CHRISTMAS | ACRES HOLDING | SHOPPING MALL | JWT, Beirut | LEBANON |
| LE MALL LAUNCH | ACRES HOLDING | SHOPPING MALL | JWT, Beirut | LEBANON |
| APRIL FOOLS | EXOTICA | FLOWER SHOP | LEO BURNETT BEIRUT | LEBANON |
| SAFE & STYLE | VOLVO/MASSIMO DUTTI | VOLVO SEATBELT ANNIVERSARY | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |