

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
A01 Best Use of Television/Cinema						
PERFECT 10	SONY ERICSSON	W595 & W705 MOBILE PHONES			MEDIAEDGE:CIA, Dubai *	UNITED ARAB EMIRATES
INFORMATION AT YOUR FINGER TIPS	SONY ERICSSON	XPERIA MOBILE PHONE			MEDIAEDGE:CIA, Dubai *	UNITED ARAB EMIRATES
BLACK ABAYA	HENKEL	PERSIL BLACK			OMD, Dubai *	UNITED ARAB EMIRATES
KIT KAT CHUNKY	NESTLÉ	KIT KAT CHUNKY			MEDIAINSIGHT, Dubai *	UNITED ARAB EMIRATES
BE A MAN	AHRAM BEVERAGES	BIRELL	STARCOM MEDIAVEST EGYPT, Cairo	EGYPT	STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
MEET DUBAI	EMIRATES AIRLINES	DUBAI			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
A02 Best Use of Magazines/Newspapers						
7DAYS	BEIERSDORF MIDDLE EAST	BEAUTY AND CARE PRODUCTS	HORIZON DRAFTFCB, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
REV IT OUT LOUD	GM - CHEVROLET	CHEVROLET CAMARO			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
MANGATASTIC CRUZE	GM - CHEVROLET	CHEVROLET CRUZE			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
WHAT COLOR IS YOUR LIFE?	SAMSUNG	CORBY			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
A03 Best Use of Standard Outdoor						
SLEEPING BUS	SCJ	BAYGON	HORIZON DRAFTFCB, Beirut *	LEBANON	BRAND CONNECTION, Beirut	LEBANON
AUDI Q7	ETS. KETTANEH	AUDI Q7	IMPACT BBDO, Beirut *	LEBANON	MEDIA DIRECTION OMD, Beirut	LEBANON
LAUNCH OF TOUCHSMART	HP	HP TOUCHSMART			OMD, Dubai *	UNITED ARAB EMIRATES
SHOW OF WHITE	PERSIL	PERSIL WHITE			OMD, Dubai *	UNITED ARAB EMIRATES
A04 Best Use of Ambient Media: Small Scale						
NCB ONLINE CAMPAIGN	NCB	BANK	FULLSTOP ADVERTISING, Jeddah *	SAUDI ARABIA		
TICKET STAMP PROMOTION	BERLITZ	LANGUAGE CENTER	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
BANDANA CROWD PLEASER	MOBILY	TELECOMMUNICATION SERVICE PROVIDER			OMD, Dubai *	UNITED ARAB EMIRATES
KEY IN THE IGNITION	T.GARGOUR & FILS	MERCEDES C-CLASS	JWT, Beirut *	LEBANON		
THE TAPE THAT WENT PLACES	MARIE FRANCE BODYLINE	SLIMMING CENTRE	WUNDERMAN, Dubai *	UNITED ARAB EMIRATES		
CHATEAU KSARA "EVERY BOTTLE TELLS A STORY"	CHATEAU KSARA	WINE	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
LIVE SLEEPERS	GLAXOSMITHKLINE	BREATHE RIGHT			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
A05 Best Use of Ambient Media: Large Scale						
A REAL 3D EXPERIENCE	A&H	PROPERTY DEVELOPMENT	JWT, Beirut *	LEBANON		
FASHION VICTIMS	ACRES HOLDING	LE MALL FASHION BRAND	JWT, Beirut *	LEBANON		
THE VALUABLE DUMPSTER	TAKE MY JUNK	CHARITY	WUNDERMAN, Dubai *	UNITED ARAB EMIRATES		
STICKY POSTERS	EMIRATES ENVIRONMENTAL GROUP	RECYCLING	WUNDERMAN, Dubai *	UNITED ARAB EMIRATES		
AT THE CAR WASH YEAH!	GLAXOSMITHKLINE	SENSODYNE ISO-ACTIVE			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
A06 Best Use of Special Events And Stunt/Live Advertising						
DUSTVERTISING	BP/CASTROL	BP VISCO ENGINE OIL	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
SAFE & STYLE LIVE	VOLVO/MASSIMO DUTTI	SEATBELT ANNIVERSARY	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		

EHKINEH, PLEASE CALL ME BACK	ALFA - MANAGED BY ORASCOM	TELECOM	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
SHUT DOWN THE RECESSION	GM AUTOFEST	CHEVROLET & GMC RANGE			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
A07 Best Use of Digital Media (Including Internet, Mobile Devices, etc)						
HOTSPOTS PROMOTION	THE ECONOMIST	THE ECONOMIST	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
BOGA CIDRE VIRAL	SFBT	BOGA CIDRE	MEMAC OGILVY LABEL TUNISIA, Tunis *	TUNISIA	MINDSHARE, Tunis	TUNISIA
DROP 2KG IN 2 WEEKS	KELLOGG'S	SPECIAL K			OMD, Dubai *	UNITED ARAB EMIRATES
THINGS TO DO BEFORE 30	PEPSICO INTERNATIONAL	PEPSIMAX			OMD, Dubai *	UNITED ARAB EMIRATES
GUESS THE MYSTERY FLAVOUR	SAUDI SNACKS FOOD	DORITOS			OMD, Dubai *	UNITED ARAB EMIRATES
GREAT STORIES BEHIND GREAT PICTURES	CANON MIDDLE EAST	DIGITAL CAMERA			PHD, Dubai *	UNITED ARAB EMIRATES
SAVE CHRISTMAS	ACRES HOLDING	LE MALL	JWT, Beirut *	LEBANON		
AHLAN MSN!	MICROSOFT MEA	MSN	WUNDERMAN, Dubai *	UNITED ARAB EMIRATES		
UNDER THE ABAYA	PROCTER & GAMBLE	BRAUN SILK-EPIL			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
CAR WARS: DOUBLE AGENTS	GM - CHEVROLET	CHEVROLET BRAND			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
B01 Corporate Information						
GROWTH NEEDS NURTURE	UNILEVER	PONDS	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
PRINT-BRAND ESSENCE	JWT	ADVERTISING AGENCY	JWT, Riyadh *	SAUDI ARABIA		
BE AT YOUR BEST	NESTLÉ	NESTLÉ			ZENITHMEDIA, Dubai *	UNITED ARAB EMIRATES
B02 Consumer Products						
MOVIES IN MOTION	SONY ERICSSON	C905 MOBILE PHONE			MEDIAEDGE:CIA, Dubai *	UNITED ARAB EMIRATES
BOGA CIDRE DHAIFER CAMPAIGN	SFBT	BOGA CIDRE	MEMAC OGILVY LABEL TUNISIA, Tunis *	TUNISIA	MINDSHARE, Tunis	TUNISIA
BLACK ABAYA	HENKEL	PERSIL BLACK			OMD, Dubai *	UNITED ARAB EMIRATES
GUESS THE MYSTERY FLAVOUR	SAUDI SNACKS FOOD	DORITOS			OMD, Dubai *	UNITED ARAB EMIRATES
GREAT STORIES BEHIND GREAT PICTURES	CANON MIDDLE EAST	DIGITAL CAMERA			PHD, Dubai *	UNITED ARAB EMIRATES
KEY IN THE IGNITION	T.GARGOUR & FILS	MERCEDES C-CLASS	JWT, Beirut *	LEBANON		
EXOTICA VALENTINE'S MAKE A MOVE	EXOTICA	FLOWER SHOP	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
LAUNCH OF TOUCHSMART	HP	HP TOUCHSMART			OMD, Dubai *	UNITED ARAB EMIRATES
SHOW OF WHITE	PERSIL	PERSIL WHITE			OMD, Dubai *	UNITED ARAB EMIRATES
BE A MAN	AHRAM BEVERAGES	BIRELL	STARCOM MEDIAVEST EGYPT, Cairo	EGYPT	STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
CONFESSIONS OF CORPORATE SPIES	GM - CHEVROLET	CHEVROLET BRAND			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
B03 Consumer Services						
TOUCH & WIN	HP	HP GITEX			OMD, Dubai *	UNITED ARAB EMIRATES
EHKINEH, PLEASE CALL ME BACK	ALFA - MANAGED BY ORASCOM	TELECOM	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
BE HEARD CAMPAIGN	DU	DUMOBILETELECOMMUNICATIONS PROVIDER	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
MEET DUBAI	EMIRATES AIRLINES	DUBAI			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
B04 Business Equipment & Services						
INFORMATION AT YOUR FINGER TIPS	SONY ERICSSON	XPERIA MOBILE PHONE			MEDIAEDGE:CIA, Dubai *	UNITED ARAB EMIRATES
B05 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness						
RAMADAN STICKERS	AL SAFADI RESTAURANT	FOOD DONATION INITIATIVE	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		

THE VALUABLE DUMPSTER	TAKE MY JUNK	CHARITY	WUNDERMAN, Dubai *	UNITED ARAB EMIRATES		
DRESSING THE NEED IN EID	PROCTER & GAMBLE EGYPT	TIDE LAUNDRY DETERGENT	STARCOM MEDIAVEST EGYPT, Cairo	EGYPT	STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
STICKY POSTERS	EMIRATES ENVIRONMENTAL GROUP	RECYCLING	WUNDERMAN, Dubai *	UNITED ARAB EMIRATES		
C01 Best Integrated Media Campaign						
MOVIES IN MOTION	SONY ERICSSON	C905 MOBILE PHONE			MEDIAEDGE:CIA, Dubai *	UNITED ARAB EMIRATES
BAB AL HARA	SONY ERICSSON	W995 MOBILE PHONE			MEDIAEDGE:CIA, Dubai *	UNITED ARAB EMIRATES
GUESS THE MYSTERY FLAVOUR	SAUDI SNACKS FOOD	DORITOS			OMD, Dubai *	UNITED ARAB EMIRATES
WALK THE TALK	KAYA SKIN CLINIC	SKIN CARE CENTRE			PHD, Dubai *	UNITED ARAB EMIRATES
LE MALL LAUNCH	ACRES HOLDING	LE MALL	JWT, Beirut *	LEBANON		
EXOTICA VALENTINE'S MAKE A MOVE	EXOTICA	FLOWER SHOP	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
CONFESSIONS OF CORPORATE SPIES	GM - CHEVROLET	CHEVROLET BRAND			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES