

DIRECT SHORTLISTS

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Mailings				
THE HOME INVASION	FUTURE INSURANCE	HOME INSURANCE	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
EDIBLE DESERT SURVIVAL GUIDE	LAND ROVER	AUTOMOTIVE	Y&R DUBAI	UNITED ARAB EMIRATES
A02 Premiums & Giveaways				
WILD CARDS	NGC NETWORK MIDDLE EAST (NAT GEO ABU DHABI)	WILDLIFE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE INSTABAG STATION	DEPECHEMODE	6:05	JWT, Beirut	LEBANON
A03 Company Literature				
366 DAYS OF ADVENTURE	LAND ROVER	AUTOMOTIVE	Y&R DUBAI	UNITED ARAB EMIRATES
A04 Direct Response Digital Media				
THE CORRUPTION STOCK EXCHANGE MARKET	PNUD	UNITED NATIONS DEVELOPMENT PROGRAMME	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
THE MULTIPLE GIRLFRIENDS APP	UNILEVER	AXE	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
BATTLE CAPTCHA	GULF SCRABBLE CHAMPIONSHIPS-	21ST ANNUAL GULF SCRABBLE CHAMPIONSHIPS-, UAE	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A05 Alternative Media				
TIDE SMART BAG	PROCTER & GAMBLE	TIDE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
BREAK THE SILENCE PREDATOR IN THE PARK	HIMAYA	NGO/ CHILD SEXUAL ABUSE AWARENESS CAMPAIGN	LEO BURNETT BEIRUT	LEBANON
THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
THE 'HEADLINE NEWS' CUP SLEEVE	AL NISR PUBLISHING	GULF NEWS	Y&R DUBAI	UNITED ARAB EMIRATES
PUSH FOR HUNGER	RED TOMATO	PIZZA DELIVERY	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
B01 Corporate Image & Information				
SPRITE CRICKET STARS	COCA-COLA	SPRITE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
B02 Consumer Products & Services				
WILD CARDS	NGC NETWORK MIDDLE EAST (NAT GEO ABU DHABI)	WILDLIFE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
TIDE SMART BAG	PROCTER & GAMBLE	TIDE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE HOME INVASION	FUTURE INSURANCE	HOME INSURANCE	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
THE 'HEADLINE NEWS' CUP SLEEVE	AL NISR PUBLISHING	GULF NEWS	Y&R DUBAI	UNITED ARAB EMIRATES
PUSH FOR HUNGER	RED TOMATO	PIZZA DELIVERY	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
B04 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness				
THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA