

MEDIA SHORTLISTS

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
A01 Use of Broadcast: TV, Cinema, Radio						
FAKE IT ALL	BRAND PROTECTION GROUP (BPG)	ANTI-COUNTERFEIT AWARENESS CAMPAIGN	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
DOCTOR ENDORSEMENTS	DAC DISINFECTANTS-	DAC DISINFECTANTS-			OMD, Dubai *	UNITED ARAB EMIRATES
BATTLE OF THE GARAGES	GENERAL MOTORS	CHEVROLET	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
CHEF ANA	KRAFT FOODS MIDDLE EAST	KRAFT CHEDDAR CANS			STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
ALWAYS DIAMOND	PROCTER & GAMBLE	FEMININE HYGIENIC PADS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
GLOW IN THE DARK	PROCTER & GAMBLE	TIDE LAUNDRY DETERGENT	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
A02 Use of Magazines/Newspapers						
FAKE IT ALL	BRAND PROTECTION GROUP (BPG)	ANTI-COUNTERFEIT AWARENESS CAMPAIGN	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
SUMMER PROMOTION	SABB (THE SAUDI BRITISH BANK)	CREDIT CARDS	JWT, Riyadh *	SAUDI ARABIA	MINDSHARE, Riyadh	SAUDI ARABIA
PERFECT STORM PRINT	GENERAL MOTORS	CADILLAC	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
A03 Use of Standard Outdoor						
COUGHING POSTER	NAQA ANTI-SMOKING CHARITABLE ASSOCIATION	SECONDHAND SMOKE	FP7/RUH, Riyadh *	SAUDI ARABIA		
CATCH ME IF YOU CAN	PROTEK	MONITORING SERVICES			HAVAS, Tunis *	TUNISIA
A04 Use of Ambient Media: Small Scale						
WATER YOUR SKIN	KAYA SKIN CLINIC	AQUA RADIANCE FACIAL			PHD, Dubai *	UNITED ARAB EMIRATES
DOUBLE TROUBLE	DIAGEO LEBANON	SMIRNOFF RED	JWT, Beirut *	LEBANON		
TODAY I WILL	COCA-COLA	COCA-COLA	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	UM MENA, Dubai	UNITED ARAB EMIRATES
A05 Use of Ambient Media: Large Scale						
BRRRR CAMPAIGN	COCA-COLA COMPANY	COCA-COLA			UM DUBAI *	UNITED ARAB EMIRATES
WALL STICKER	NIKE SPORTS	NIKE	JWT, Dubai *	UNITED ARAB EMIRATES		
WHAT'S CHRISTMAS WITHOUT RED & GREEN?	BRASSERIE ALMAZA	HEINEKEN	JWT, Beirut *	LEBANON	CARAT LEBANON, Beirut	LEBANON
STEAM WASHING MACHINE	LG ELECTRONICS	LG STEAM WASHING MACHINE WITH DIRECT DRIVE 6 MOTION			MINDSHARE, Dubai *	UNITED ARAB EMIRATES
A06 Use of Special Events And Stunt/Live Advertising						
TAKE BACK MORE	BEIRUT DUTY FREE	BEIRUT DUTY FREE	M&C SAATCHI, Beirut *	LEBANON	VERTICAL MEDIA SERVICES, Beirut	LEBANON
READ THE COUNTRY'S FORTUNE	CAFÉ SUPER BRASIL	COFFEE	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA, Tunis *	TUNISIA		
PERFECT STORM - 4D	GENERAL MOTORS	CADILLAC	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
A07 Use of Digital Media (Including Internet, Mobile Devices, etc)						
ART OF MOTION: THE FINAL 36HRS	RED BULL	ENERGY DRINK	INTERESTING TIMES, Beirut *	LEBANON		
DIGITAL LOVE	RECKITT BENCKISER	DUREX CONDOMS	BUZZMAN, Paris *	FRANCE		
CLASSIFIED	LAND ROVER	RANGE ROVER EVOQUE	WUNDERMAN, Dubai	UNITED ARAB EMIRATES	MEC, Dubai *	UNITED ARAB EMIRATES
MUSIC MIXER	PEPSI	PEPSI			OMD, Dubai *	UNITED ARAB EMIRATES
ARAB IDOL	PEPSICO	PEPSI			OMD, Dubai *	UNITED ARAB EMIRATES
A08 Use of Social Media						
ENHANCE YOUR RAMADAN	NOKIA	RAMADAN CAMPAIGN	ISOBAR MENA, Dubai *	UNITED ARAB EMIRATES	CARAT, Dubai	UNITED ARAB EMIRATES
THE BRAVE BEER MAPOUT	LEBANESE BREW	BEER	INTERESTING TIMES, Beirut *	LEBANON		
KISS TAGGING	MAYBELLINE	COLOR SENSATIONAL LIPSTICK	INTERESTING TIMES, Beirut *	LEBANON	UNIVERSAL MEDIA, Beirut	LEBANON
SAHA W HANA! (BON APPÉTIT!)	ARLA FOODS	LURPAK AND PUCK			PHD, Dubai *	UNITED ARAB EMIRATES
KEEP WALKING LEBANON / NADINE LABAKI	DIAGEO	JOHNNIE WALKER	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
NO RIGHTS NO WOMEN	NO RIGHTS NO WOMEN	PRESSURE GROUP FIGHTING FOR WOMEN'S RIGHTS	LEO BURNETT BEIRUT *	LEBANON		
SMART UNLOCK BEIRUT	T.GARGOUR & FILS	SMART	JWT, Beirut *	LEBANON		
THE MULTIPLE GIRLFRIENDS APP	UNILEVER	AXE	MEMAC OGILVY LABEL TUNISIA, Tunis *	TUNISIA		
CHEYEF HALAK	LBCI	SOCIAL CHANGE	IMPACT BBDO, Beirut *	LEBANON	OMD, Beirut	LEBANON
B01 Corporate Information						
ANA ARABI	QTEL	TELECOMMUNICATION	LEO BURNETT QATAR, Doha *	QATAR	UM, Doha	QATAR
B02 Consumer Products						
BRRR CAMPAIGN	COCA-COLA CAMPAIGN	COCA-COLA			UM DUBAI *	UNITED ARAB EMIRATES
WORLD FOOD PROGRAM	CHIPSY EGYPT	CHIPSY			MEDIA DIRECTION OMD, Cairo *	EGYPT
PEPSI RAMADAN CAMPAIGN	PEPSICO	CSD'S	IMPACT/BBDO, Cairo	EGYPT	MEDIA DIRECTION OMD, Cairo *	EGYPT

READ THE COUNTRY'S FORTUNE	CAFÉ SUPER BRASIL	COFFEE	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
KEEP WALKING LEBANON / NADINE LABAKI	DIAGEO	JOHNNIE WALKER	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
THE MULTIPLE GIRLFRIENDS APP	UNILEVER	AXE	MEMAC OGILVY LABEL TUNISIA, Tunis *	TUNISIA		
DOCTOR ENDORSEMENTS	DAC DISINFECTANTS-	DAC DISINFECTANTS-			OMD, Dubai *	UNITED ARAB EMIRATES
WEEKEND OF FAME	DIAGEO	JOHNNIE WALKER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
SEDUCE YOUR FASHION SENSES	KRAFT FOODS	CADBURY FLAKE			STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
CHEF ANA	KRAFT FOODS MIDDLE EAST	KRAFT CHEDDAR CANS			STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
GLOW IN THE DARK	PROCTER & GAMBLE	TIDE LAUNDRY DETERGENT	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
THE PERFECT STORM - PRODUCT	GENERAL MOTORS	CADILLAC	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
B03 Consumer Services						
EVERYONE CAN PLAY CAMPAIGN	MASTERCARD WORLDWIDE	FINANCIAL SERVICES			UM DUBAI *	UNITED ARAB EMIRATES
WATER YOUR SKIN	KAYA SKIN CLINIC	AQUA RADIANCE FACIAL			PHD, Dubai *	UNITED ARAB EMIRATES
ZAIN ON THE MOVE	ZAIN BAHRAIN	ZAIN PREPAID SIM CARD			MINDSHARE, Manama *	BAHRAIN
B05 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness						
COUGHING POSTER	NAQA ANTI-SMOKING CHARITABLE ASSOCIATION	SECONDHAND SMOKE	FP7/RUH, Riyadh *	SAUDI ARABIA		
BREAK THE SILENCE	HIMAYA	NGO/ CHILD SEXUAL ABUSE AWARENESS CAMPAIGN	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
NO RIGHTS NO WOMEN	NO RIGHTS NO WOMEN	PRESSURE GROUP FIGHTING FOR WOMEN'S RIGHTS	LEO BURNETT BEIRUT *	LEBANON		
THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA, Tunis *	TUNISIA		
CHEYEF HALAK	LBCI	SOCIAL CHANGE	IMPACT BBDO, Beirut *	LEBANON	OMD, Beirut	LEBANON
C01 Integrated Media Campaign						
ANA ARABI	QTEL	TELECOMMUNICA-TION	LEO BURNETT QATAR, Doha *	QATAR	UM, Doha	QATAR
FAKE IT ALL	BRAND PROTECTION GROUP (BPG)	ANTI-COUNTERF-EIT AWARENESS CAMPAIGN	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
READ THE COUNTRY'S FORTUNE	CAFÉ SUPER BRASIL	COFFEE	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
KEEP WALKING LEBANON / NADINE LABAKI	DIAGEO	JOHNNIE WALKER	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
BREAK THE SILENCE	HIMAYA	NGO/ CHILD SEXUAL ABUSE AWARENESS CAMPAIGN	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
NO RIGHTS NO WOMEN	NO RIGHTS NO WOMEN	PRESSURE GROUP FIGHTING FOR WOMEN'S RIGHTS	LEO BURNETT BEIRUT *	LEBANON		
TODAY I WILL	COCA-COLA	COCA-COLA	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	UM MENA, Dubai	UNITED ARAB EMIRATES
FAMILY TIME FOREVER	MCDONALD'S	BRAND CAMPAIGN	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES		
CHEYEF HALAK	LBCI	SOCIAL CHANGE	IMPACT BBDO, Beirut *	LEBANON	OMD, Beirut	LEBANON
PERFECT STORM	GENERAL MOTORS	CADILLAC	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES