

PR SHORTLISTS

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 Best Use of Social Media				
CHEYEF HALAK	LBCI	SOCIAL CHANGE	IMPACT BBDO, Beirut	LEBANON
FAKE IT ALL	BRAND PROTECTION GROUP (BPG)	ANTI-COUNTERF-EIT AWARENESS CAMPAIGN	LEO BURNETT BEIRUT	LEBANON
AVATAR FOR ACTION	GE	BREAST CANCER SCREENING AWARENESS	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A03 Best Use of Live Events, Stunts and or Celebrity Endorsement				
THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	TUNISIAN ELECTIONS	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
A06 Best Use of Media Relations				
FAKE IT ALL	BRAND PROTECTION GROUP (BPG)	ANTI-COUNTERF-EIT AWARENESS CAMPAIGN	LEO BURNETT BEIRUT	LEBANON
BREAK THE SILENCE	HIMAYA	CHILD SEXUAL ABUSE AWARENESS CAMPAIGN	LEO BURNETT BEIRUT	LEBANON
B01 Consumer Products				
LUX BEAUTY GALLERY	UNILEVER	SOAP AND SHOWER GEL	JWT, Jeddah	SAUDI ARABIA
READ THE COUNTRY'S FORTUNE	CAFÉ SUPER BRASIL	COFFEE	LEO BURNETT BEIRUT	LEBANON
B03 Corporate Reputation				
SPRITE CRICKET STARS	COCA-COLA	SPRITE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
CHEYEH HALAK	LBCI	SOCIAL CHANGE	IMPACT BBDO, Beirut	LEBANON
B04 Non-Corporate				
BREAK THE SILENCE	HIMAYA	CHILD SEXUAL ABUSE AWARENESS CAMPAIGN	LEO BURNETT BEIRUT	LEBANON
THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	TUNISIAN ELECTIONS	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
C01 Best Integrated Campaign Led By PR				
STAY ALERT. STAY ALIVE.	BMW GROUP MIDDLE EAST	ROAD SAFETY CAMPAIGN	DABO & CO, Dubai	UNITED ARAB EMIRATES
FAKE IT ALL	BRAND PROTECTION GROUP (BPG)	ANTI-COUNTERF-EIT AWARENESS CAMPAIGN	LEO BURNETT BEIRUT	LEBANON
BREAK THE SILENCE	HIMAYA	CHILD SEXUAL ABUSE AWARENESS CAMPAIGN	LEO BURNETT BEIRUT	LEBANON
CHEYEH HALAK	LBCI	SOCIAL CHANGE	IMPACT BBDO, Beirut	LEBANON