

PROMO & ACTIVATION SHORTLISTS

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Event & Field Marketing				
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
A02 New Product Launch/Re-launch				
A BRAVE NEW BEER	LEBANESE BREW	BEER	INTERESTING TIMES, Beirut	LEBANON
THE EXPERIENTIAL SPACE	DEPECHEMODE	6:05	JWT, Beirut	LEBANON
A03 Merchandising/In-store Marketing & Point of Purchase Displays				
TIDE SMART BAG	PROCTER & GAMBLE	TIDE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE 'HEADLINE NEWS' CUP SLEEVE	AL NISR PUBLISHING	GULF NEWS	Y&R DUBAI	UNITED ARAB EMIRATES
A04 Use of Digital in a Promotional Campaign				
PUSH FOR HUNGER	RED TOMATO	PIZZA DELIVERY	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
SMART UNLOCK BEIRUT COMPETITION	T.GARGOUR & FILS	SMART	JWT, Beirut	LEBANON
B01 Corporate Image & Information				
SPRITE CRICKET STARS	COCA-COLA	SPRITE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
TODAY I WILL	COCA-COLA	COCA-COLA	FP7/DXB, Dubai	UNITED ARAB EMIRATES
B02 Consumer Products & Services				
TIDE SMART BAG	PROCTER & GAMBLE	TIDE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
GLOVES	ROADS & TRANSPORT AUTHORITY	DUBAI METRO	SAATCHI & SAATCHI, 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				
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
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THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
C01 Integrated Campaign Led By Promo & Activation				
FAKE IT ALL	BRAND PROTECTION GROUP	ANTI-COUNTERFEIT AWARENESS CAMPAIGN	LEO BURNETT BEIRUT	LEBANON
TODAY I WILL	COCA-COLA	COCA-COLA	FP7/DXB, Dubai	UNITED ARAB EMIRATES