

RADIO SHORTLISTS

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Corporate Information						
STORY OF LIFE	TUNISIANA	CORPORATE COMMUNICATION-	JWT TUNISIA, Tunis *	TUNISIA	PROPAGANDA, Tunis	TUNISIA
A02 Consumer Products						
SIDE ASSIST	AUDI	AUDI A7	TBWAIZEENAH, Muscat *	OMAN	BKP, Dubai	UNITED ARAB EMIRATES
THE FIRST PRINT AD ON THE RADIO	WRIGLEY	SKITTLES	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	EAR DRUMS AUSTRALIA, Sydney	AUSTRALIA
THE FIRST BILLBOARD ON THE RADIO	WRIGLEY	SKITTLES	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	EAR DRUMS AUSTRALIA, Sydney	AUSTRALIA
THE FIRST ONLINE BANNER ON THE RADIO	WRIGLEY	SKITTLES	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	EAR DRUMS AUSTRALIA, Sydney	AUSTRALIA
ZABADO NEW LID	JUHAYNA	ZABADO DRINKABLE YOGHURT	LEO BURNETT CAIRO *	EGYPT	LEO BURNETT CAIRO	EGYPT
DISTRACTED MOSQUITO	AL GHANDI ELECTRONICS	WHIRLPOOL WASHING MACHINES	DDB, Dubai *	UNITED ARAB EMIRATES	MANGO JAM, DUBAI	UNITED ARAB EMIRATES
JUVENILE FRUIT FLY	AL GHANDI ELECTRONICS	WHIRLPOOL WASHING MACHINES	DDB, Dubai *	UNITED ARAB EMIRATES	MANGO JAM, DUBAI	UNITED ARAB EMIRATES
ARMY ANTS	AL GHANDI ELECTRONICS	WHIRLPOOL WASHING MACHINES	DDB, Dubai *	UNITED ARAB EMIRATES	MANGO JAM, DUBAI	UNITED ARAB EMIRATES
JASMINE	HENKEL	DAC	TBWA/RAAD, Dubai *	UNITED ARAB EMIRATES	NETWORK PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
BAKHOOR	HENKEL	DAC	TBWA/RAAD, Dubai *	UNITED ARAB EMIRATES	NETWORK PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
A03 Consumer Services						
TARAB	ALFA MANAGED BY ORASCOM TELECOM	WAFFER PREPAID	LEO BURNETT BEIRUT *	LEBANON	TEDDY NASR STUDIO, Beirut	LEBANON
FIGHTING	IKEA	ASSEMBLY SERVICE	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES	BKP, Dubai	UNITED ARAB EMIRATES
FOOTBALL	IKEA	ASSEMBLY SERVICE	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES	BKP, Dubai	UNITED ARAB EMIRATES
LEFTOVER	IKEA	ASSEMBLY SERVICE	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES	BKP, Dubai	UNITED ARAB EMIRATES
THE PLEDGE	HARVEY NICHOLS DUBAI	SPRING SUMMER SALE	Y&R DUBAI *	UNITED ARAB EMIRATES	MANGO JAM, DUBAI	UNITED ARAB EMIRATES
B01 Music/Sound Design						
MUSICAL TERRAINS	VOLKSWAGEN	TOUAREG	MEMAC, Dubai *	UNITED ARAB EMIRATES	BKP, Dubai	UNITED ARAB EMIRATES
THE FIRST PRINT AD ON THE RADIO	WRIGLEY	SKITTLES	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	EAR DRUMS AUSTRALIA, Sydney	AUSTRALIA
THE FIRST BILLBOARD ON THE RADIO	WRIGLEY	SKITTLES	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	EAR DRUMS AUSTRALIA, Sydney	AUSTRALIA
THE FIRST ONLINE BANNER ON THE RADIO	WRIGLEY	SKITTLES	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	EAR DRUMS AUSTRALIA, Sydney	AUSTRALIA
B02 Use of Radio as a Medium						
SIDE ASSIST	AUDI	AUDI A7	TBWAIZEENAH, Muscat *	OMAN	BKP, Dubai	UNITED ARAB EMIRATES