

DESIGN SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 Publications & Brand Collateral				
NO PROBLEM	BRITISH COUNCIL KSA	CONVERSATION COURSE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
THE TRIBAL RAPPORT FIELD GUIDE	MERCEDES-BENZ	G-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A03 Promotional Item Design				
THE NAZAR INITIATIVE	ASTER HOSPITAL & MEDICAL CENTRES	ASTER OPTICAL	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
100 YEARS OF CONTOUR	COCA- COLA MIDDLE EAST	100 YEARS OF CONTOUR	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A05 Posters				
BREAKING A FATAL PATTERN	QATAR ISLAMIC BANK	PUBLIC SAFETY AWARENESS	MEMAC OGILVY & MATHER, Doha	QATAR
ADVENTURE BECKONS POSTER CAMPAIGN	MERCEDES-BENZ	G-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
HSBC GLOBAL TRANSFER	HSBC	BANK	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
IKEA. IT'S THAT AFFORDABLE	IKEA	IKEA SPECIAL OFFERS	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
HOT LITTLE STORIES	GLOBAL EXPORT CO.	AMERICAN GARDEN HABANERO SAUCE	Y&R DUBAI	UNITED ARAB EMIRATES
B01 Digital & Interactive Design				
BEIRUT'S BEST KEPT SECRET	OFF & ON	WEBSITE	RÉPUBLIQUE, Beirut	LEBANON
SAMSUNG KALIMALOCK	SAMSUNG GULF ELECTRONICS	PUBLIC AWARENESS	CHEIL MENA, Dubai	UNITED ARAB EMIRATES
C02 Point of Sale & Consumer Touchpoints				
HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
THE WORLD EXPIRATION DATE	GLOBAL EXPORT CO.	AMERICAN GARDEN	Y&R DUBAI	UNITED ARAB EMIRATES
IKEA. IT'S THAT AFFORDABLE	IKEA	IKEA SPECIAL OFFERS	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
E01 Typography				
IKEA - 30 YEARS IN THE MIDDLE EAST	IKEA	IKEA HOME FURNISHINGS	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
DOWNTOWN FONTS	AL ISMAELIA	REAL ESTATE	J. WALTER THOMPSON CAIRO	EGYPT
THE LANGUAGE OF WINE	CHATEAU KSARA	CHATEAU KSARA	LEO BURNETT BEIRUT	LEBANON
E02 Illustration				
BMW XWALK	BMW	BMW X6	SERVICEPLAN MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
BREAKING A FATAL PATTERN	QATAR ISLAMIC BANK	PUBLIC SAFETY AWARENESS	MEMAC OGILVY & MATHER, Doha	QATAR
ADVENTURE BECKONS	MERCEDES-BENZ	G-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE LANGUAGE OF WINE	CHATEAU KSARA	CHATEAU KSARA	LEO BURNETT BEIRUT	LEBANON
HOT LITTLE STORIES	GLOBAL EXPORT CO.	AMERICAN GARDEN HABANERO SAUCE	Y&R DUBAI	UNITED ARAB EMIRATES
E03 Logo Design				
DOWNTOWN FONTS	AL ISMAELIA	REAL ESTATE	J. WALTER THOMPSON CAIRO	EGYPT
F02 Well-being, Environmental Impact & Solution				
RECYCLE TO LEARN	UBCI BANK BNP PARIBAS	CORPORATE SOCIAL RESPONSABILITY	HAVAS WORLDWIDE TUNISIA, Tunis	TUNISIA
THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON
HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES