

FILM SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Foods						
STRAWBERRY AND CREAM HUG	EDITA	MOLTO	KAIRO, Cairo *	EGYPT	PRODUCERS, Giza	EGYPT
CHOCOLATE AND CREAM HUG	EDITA	MOLTO	KAIRO, Cairo *	EGYPT	PRODUCERS, Giza	EGYPT
TIGER - SUPER SIZE	EGYPT FOODS	CHIPS	THE ACADEMY, Giza *	EGYPT	TNP (TAREK NOUR PRODUCTIONS), Cairo	EGYPT
A02 Drinks						
WHERE HAVE YOU BEEN?	AL AHARAM BEVERAGES COMPANY	FAYROUZ- FLAVORED MALT BEVERAGE	KING TUT'S PLAYGROUND, Cairo *	EGYPT	LIGHTHOUSE FILMS, Cairo	EGYPT
WHAT NADIA DID	AL AHARAM BEVERAGES COMPANY	FAYROUZ- FLAVORED MALT BEVERAGE	KING TUT'S PLAYGROUND, Cairo *	EGYPT	LIGHTHOUSE FILMS, Cairo	EGYPT
DRESS OR PANTS?	AL AHARAM BEVERAGES COMPANY	FAYROUZ- FLAVORED MALT BEVERAGE	KING TUT'S PLAYGROUND, Cairo *	EGYPT	LIGHTHOUSE FILMS, Cairo	EGYPT
A03 Household, Home Appliances & Furnishings, Home Electronics & Audio-Visual						
CRASH TEST	LAFARGE CEMENT EGYPT	AL MOMTAZ CEMENT	KING TUT'S PLAYGROUND, Cairo *	EGYPT	LIGHTHOUSE FILMS, Cairo	EGYPT
SHADOWS	IKEA	BEDROOM & BATHROOM	GMASCO, Dubai *	UNITED ARAB EMIRATES	MILKSHAKE MEDIA, Dubai	UNITED ARAB EMIRATES
A04 Cosmetics & Beauty, Toiletries & Pharmacy						
PIANO	AMATOURY	AMATOURY 114 SHOWER GEL	PHENOMENA, Beirut *	LEBANON	WORKSHOP PRODUCTIONS, Beirut	LEBANON
PING PONG	AMATOURY	AMATOURY 114 SHOWER GEL	PHENOMENA, Beirut *	LEBANON	WORKSHOP PRODUCTIONS, Beirut	LEBANON
A06 Miscellaneous						
WHATEVER IT TAKES	HIPA	CALL TO ENTRY	M&C SAATCHI, Abu Dhabi *	UNITED ARAB EMIRATES	VELOCITY FILMS, Cape Town / BLACK GINGER, Cape Town	SOUTH AFRICA
A08 Retail Stores, Restaurants & Fast Food Outlets						
THE FLIPSIDE	McDONALD'S	FOOD	DDB DUBAI *	UNITED ARAB EMIRATES	BIG KAHUNA FILMS, Dubai	UNITED ARAB EMIRATES
A09 Travel, Transport & Tourism, Entertainment & Leisure						
MUSCLE MAN	ATLANTIS THE PALM, DUBAI	AQUAVENTURE WATERPARK	MULLENLOWE MENA, Dubai *	UNITED ARAB EMIRATES	ZO PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
COACH	ATLANTIS THE PALM, DUBAI	AQUAVENTURE WATERPARK	MULLENLOWE MENA, Dubai *	UNITED ARAB EMIRATES	ZO PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
A10 Publications & Media						
SSFC 2015 – THE WAY BACK	SAMSUNG GULF ELECTRONICS	GALAXY NOTE5	CHEIL MENA, Dubai *	UNITED ARAB EMIRATES	BAZOOKA FILM PRODUCTION, Dubai	UNITED ARAB EMIRATES
SSFC 2015 – FORGET ME NOT	SAMSUNG GULF ELECTRONICS	GALAXY NOTE5	CHEIL MENA, Dubai *	UNITED ARAB EMIRATES	BAZOOKA FILM PRODUCTION, Dubai	UNITED ARAB EMIRATES
A11 Financial Products & Services						
THE SHOWER	MEMAAR EL MORSHEDY	REAL ESTATE	KING TUT'S PLAYGROUND, Cairo *	EGYPT	LIGHTHOUSE FILMS, Cairo	EGYPT
LOCATION, LOCATION, LOCATION 2	MEMAAR EL MORSHEDY	REAL ESTATE	KING TUT'S PLAYGROUND, Cairo *	EGYPT	LIGHTHOUSE FILMS, Cairo	EGYPT
PROCRASTINATION MUSEUM	HSBC	BANK	J. WALTER THOMPSON DUBAI *	UNITED ARAB EMIRATES	RATTLING STICK, London	UNITED KINGDOM
A12 Business Products & Services						
WE DON'T ALL EAT THE SAME THINGS - COW	ESMART	INTERNET SERVICES	AGENCY 622, Cairo	EGYPT	KEY FILM, Cairo *	EGYPT
A13 Commercial Public Services						
VERISIMILITUDE AT NOON	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	GOOD PEOPLE, Lebanon	UNITED ARAB EMIRATES
THE RUSSIAN ODYSSEY	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	GOOD PEOPLE, Lebanon	UNITED ARAB EMIRATES
TEARS OF WINTER	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	GOOD PEOPLE, Lebanon	UNITED ARAB EMIRATES
A15 Charities, Public Health, Safety & Awareness Messages						
IMPOSSIBLE	THE MOHAMMED V FOUNDATION FOR SOLIDARITY	CHARITY			ALI N'PRODUCTION, Casablanca	MOROCCO
B01 Internet Film						
STORY OF A SPOON	GREENPEACE INTERNATIONAL	PLASTIC REDUCTION	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	OPTIX DUBAI, Dubai	UNITED ARAB EMIRATES
THE BEAUTIFUL AFTER	EMIRATES NBD	RETIREMENT PLANS	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	MINT MENA, Dubai / ZO PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
THEGOODNOTE.COM	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT *	LEBANON	INTAJ THE PRODUCTION HOUSE, Beirut	LEBANON
THE SECRET OF SCHWEPPE	ATLANTIC INDUSTRIES	CSD	THE ACADEMY, Giza *	EGYPT	TNP (TAREK NOUR PRODUCTIONS), Cairo / DREAMBOX FILMS, Beirut	EGYPT / LEBANON
CRUNCH TIMES - CAR	NESTLÉ	CRUNCH	J. WALTER THOMPSON CAIRO *	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
THE LANGUAGE OF WINE	CHATEAU KSARA	CHATEAU KSARA	LEO BURNETT BEIRUT *	LEBANON		
B02 Viral Film						
FASHION FOR REAL PEOPLE	MAX	FASHION RETAIL	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	OLIVE GREEN, Dubai / MILKSHAKE MEDIA, Dubai	UNITED ARAB EMIRATES
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	BIGFOOT FILMS, Cairo	EGYPT
I SAY ARABI	DISH NETWORK	CABLE PROVIDER	LEO BURNETT BEIRUT *	LEBANON	BLACK RHINO, Beirut	LEBANON
#LIKEANIMALS	ASSOCIATION DES DROITS DES IMMIGRÉS ET DES RÉFUGIÉS EN TUNISIE - ADIRT	REFUGEES AND MIGRANT RIGHTS	MEMAC OGILVY LABEL, Tunis *	TUNISIA		
DO YOU KNOW THIS STORY? SEXUAL HARASSMENT	UN WOMEN	VIOLENCE AGAINST WOMEN IN EGYPT	FP7/CAI, Cairo *	EGYPT	LUCAN VISUALS, Cape Town	SOUTH AFRICA
ALLO BEIRUT	ELECTRICITÉ DE ZAHLE (EDZ)	24H ELECTRICITY	M&C SAATCHI MENA, Beirut *	LEBANON	CLANDESTINO FILMS, Beirut	LEBANON
LOVE AT FIRST LIGHT	ELECTRICITÉ DE ZAHLE (EDZ)	24H ELECTRICITY	M&C SAATCHI MENA, Beirut *	LEBANON	CLANDESTINO FILMS, Beirut	LEBANON
CLEANER STREETS	ELECTRICITÉ DE ZAHLE (EDZ)	24H ELECTRICITY	M&C SAATCHI MENA, Beirut *	LEBANON	CLANDESTINO FILMS, Beirut	LEBANON

CHRISTMAS	ELECTRICITÉ DE ZAHLE (EDZ)	24H ELECTRICITY	M&C SAATCHI MENA, Beirut *	LEBANON	CLANDESTINO FILMS, Beirut	LEBANON
WHAT GIRLS CAN DO	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT *	LEBANON	INDEPENDENT PRODUCTIONS, Beirut / HEDGEHOG PRODUCTION, Beirut	LEBANON
THIS IS MY KENYA	SAFARICOM	SAFARICOM CALENDAR	SQUAD DIGITAL, Nairobi *	KENYA	THE CREATIVE HUB, Nairobi	KENYA
B03 Branded Content & Entertainment Film						
AUDI - THE NUMBER 10	AUDI MIDDLE EAST	AUDI	TONIC INTERNATIONAL, Dubai *	UNITED ARAB EMIRATES	FILMMASTER MEA, Dubai	UNITED ARAB EMIRATES
REESE'S #BETTERTOGETHER	THE HERSHEY'S COMPANY EMEA	REESE'S			C3 FILMS / TELFAZ11, Riyadh	SAUDI ARABIA
BLACK CATS ON HOLIDAY	LA LIBANAISE DES JEUX	LOTO LIBANAIS	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	BIG KAHUNA FILMS, Dubai	UNITED ARAB EMIRATES
B04 Screens & Events						
SAVING JOULE	MISHKAT	MISHKAT INTERACTIVE CENTRE			THE EDGE PICTURE COMPANY, Abu Dhabi *	UNITED ARAB EMIRATES