

PR SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Corporate Image & Communication				
BACKUP MEMORY	SAMSUNG	MOBILE APP	3SG-BBDO, Ariana	TUNISIA
A02 Corporate Responsibility				
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
BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A05 Events & Experiential (incl. stunts and celebrity endorsement)				
ABBA AHMED'S PRICELESS JOURNEY	MASTERCARD	MASTERCARD	FP7/DXB, Dubai	UNITED ARAB EMIRATES
DARK IFTAR	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A07 Launch or Re-Launch				
1ST BRANDED ONLINE ENTERTAINMENT HUB	SAUDI TELECOM COMPANY - STC	BROADBAND	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
A08 Brand Voice (incl. strategic storytelling)				
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
B01 Fast Moving Consumer Goods				
HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
SAUDI WOMEN'S ONLINE MARCH	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
TAKING HOME HAPPINESS	THE COCA-COLA COMPANY	COCA-COLA	Y&R DUBAI	UNITED ARAB EMIRATES
B02 Consumer Products				
THE WORLD'S FIRST BILLBED	MOLTYFOAM	MATTRESSES	BBDO PAKISTAN, Lahore	PAKISTAN
B03 Consumer Services				
ABBA AHMED'S PRICELESS JOURNEY	MASTERCARD	PRICELESS NIGERIA	FP7/DXB, Dubai	UNITED ARAB EMIRATES
GOODBYE BAD LUCK	LA LIBANAISE DES JEUX	LOTO LIBANAIS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B04 Charities, Public Health, Safety & Awareness Messages				
#LIKEANIMALS	ASSOCIATION DES DROITS DES IMMIGRÉS ET DES RÉFUGIÉS EN TUNISIE - ADIRT	REFUGEES AND MIGRANT RIGHTS	MEMAC OGILVY LABEL, Tunis	TUNISIA
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON
BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
C01 Use of Digital in a PR Campaign				
THE FITNESS ACCOUNT	EMIRATES NBD	THE EMIRATES NBD FITNESS ACCOUNT	FP7/DXB, Dubai	UNITED ARAB EMIRATES
1ST BRANDED ONLINE ENTERTAINMENT HUB	SAUDI TELECOM COMPANY - STC	BROADBAND	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
C02 Use of Social in a PR Campaign				
A WORLD OF WE	COCA-COLA MIDDLE EAST	THE COCA-COLA FOUNDATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
DARK IFTAR	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
SAUDI WOMEN'S ONLINE MARCH	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
D01 Integrated Campaign Led by PR				
ABBA AHMED'S PRICELESS JOURNEY	MASTERCARD	PRICELESS NIGERIA	FP7/DXB, Dubai	UNITED ARAB EMIRATES
GOODBYE BAD LUCK	LA LIBANAISE DES JEUX	LOTO LIBANAIS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES