

PR WINNERS

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON
Gold				
1ST BRANDED ONLINE ENTERTAINMENT HUB	SAUDI TELECOM COMPANY - STC	BROADBAND	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
THE WORLD'S FIRST BILLBED	MOLTYFOAM	MATTRESSES	BBDO PAKISTAN, Lahore	PAKISTAN
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
Silver				
BACKUP MEMORY	SAMSUNG	MOBILE APP	3SG-BBDO, Ariana	TUNISIA
HANDLE ON HYGIENE	UNILEVER	LIFEBUOY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
HANDLE ON HYGIENE	UNILEVER	LIFEBUOY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
TAKING HOME HAPPINESS	THE COCA-COLA COMPANY	COCA-COLA	Y&R DUBAI	UNITED ARAB EMIRATES
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
Bronze				
RECYCLE TO LEARN	UBCI BANK BNP PARIBAS	CORPORATE SOCIAL RESPONSABILITY	HAVAS WORLDWIDE TUNISIA, Tunis	TUNISIA
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
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