

PROMO & ACTIVATION SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Use of Promotional Stunts/ Live Advertising / Live Shows / Concerts & Festivals				
DON'T SELF-PRESCRIBE	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	ANTI ANTIBIOTICS SELF-PRESCRIPTION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
7UP WALL OF MUSIC	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
DARK IFTAR	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
MERRY BALCONIES	PROCTER & GAMBLE	BONUX	LEO BURNETT BEIRUT	LEBANON
FIRST ON 1ST	HSBC	BANK	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
A02 Use of Exhibitions and Installations				
7UP WALL OF MUSIC	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A03 Product Launch/ Re-Launch / Shopper Marketing				
MEET THE DO-MINIS	DOMINOS	PIZZA & PASTRY	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
A04 Use of Merchandising / In-Store Marketing				
HANDLE ON HYGIENE	UNILEVER	LIFEBUOY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
THE WORLD EXPIRATION DATE	GLOBAL EXPORT CO.	AMERICAN GARDEN	Y&R DUBAI	UNITED ARAB EMIRATES
A05 Use of Broadcast in a Promotional Campaign				
BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
THE CULT OF THE NIGHT	MASHROU' LEILA	"IBN EL LEIL" ALBUM LAUNCH	LEO BURNETT BEIRUT	LEBANON
A06 Use of Print or Outdoor in a Promotional Campaign				
THE WORLD'S FIRST BILLBED	MOLTYFOAM	MATTRESSES	BBDO PAKISTAN, Lahore	PAKISTAN
A07 Use of Digital in a Promotional Campaign				
WHAT GIRLS CAN DO	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
TWEET FOR HEAT	ALWALEED PHILANTHROPIES	NON PROFIT ORGANISATION	BOLD AGENCY, Riyadh	SAUDI ARABIA
A08 Use of Social in a Promotional Campaign				
FASHION FOR REAL PEOPLE	MAX	FASHION RETAIL	LEO BURNETT 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
WHAT GIRLS CAN DO	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
B01 Fast Moving Consumer Goods				
7UP WALL OF MUSIC	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
DARK IFTAR	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
WHAT GIRLS CAN DO	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
MERRY BALCONIES	PROCTER & GAMBLE	BONUX	LEO BURNETT BEIRUT	LEBANON
HANDLE ON HYGIENE	UNILEVER	LIFEBUOY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
B02 Consumer Products				
THE WORLD'S FIRST BILLBED	MOLTYFOAM	MATTRESSES	BBDO PAKISTAN, Lahore	PAKISTAN
FASHION FOR REAL PEOPLE	MAX	FASHION RETAIL	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
B03 Consumer Services				
WHEN YOU ARE GONE...	EMIRATES NBD	LIFE INSURANCE PLANS	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE FITNESS ACCOUNT	EMIRATES NBD	THE EMIRATES NBD FITNESS ACCOUNT	FP7/DXB, Dubai	UNITED ARAB EMIRATES
GOODBYE BAD LUCK	LA LIBANAISE DES JEUX	LOTO LIBANAIS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B04 Corporate Image & Communication				
DON'T SELF-PRESCRIBE	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	ANTI ANTIBIOTICS SELF-PRESCRIPTION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
SAMSUNG SAFETY SCREEN	SAMSUNG	ELECTRONICS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
B05 Charities, Public Health, Safety & Awareness Messages				
ABANDONED LIVES	38SMILES	NON PROFIT ANIMAL RESCUE GROUP	MULLENLOWE MENA, 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
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
C01 Integrated Campaign Led By Promo & Activation				
THE CULT OF THE NIGHT	MASHROU' LEILA	"IBN EL LEIL" ALBUM LAUNCH	LEO BURNETT BEIRUT	LEBANON
SAUDI WOMEN'S ONLINE MARCH	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON