

BRANDED CONTENT & ENTERTAINMENT SHORTLIST

| Title | Advertiser/Client | Product/Service | Entrant Company | Country |
|--|--|---------------------------------------|---------------------------------------|----------------------|
| A01 Cinema & Theatrical: Fiction & Non-Fiction | | | | |
| THE RUSSIAN ODYSSEY | DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY) | DU TUESDAY | LEO BURNETT DUBAI | UNITED ARAB EMIRATES |
| VERISIMILITUDE AT NOON | DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY) | DU TUESDAY | LEO BURNETT DUBAI | UNITED ARAB EMIRATES |
| A02 TV & Broadcast: Fiction & Non-Fiction | | | | |
| INKLUSION | LBCI | TV CHANNEL | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| MOMENTS (ALEX AND JOE) | AIRTEL NIGERIA | SMARTSPEEDOO | NOAH'S ARK COMMUNICATIONS, Lagos | NIGERIA |
| A03 Online: Fiction & Non-Fiction | | | | |
| THE LINE-UP SONG | COCA-COLA | COKE RED | FP7/CAI, Cairo | EGYPT |
| ALZHEIMER'S A NIGHT TO REMEMBER | ALZHEIMER'S ASSOCIATION LEBANON | NGO | MEMAC OGILVY & MATHER LEBANON, Beirut | LEBANON |
| #BEATME | UN WOMEN PAKISTAN | WOMEN'S EMPOWERMENT | BBDO PAKISTAN, Lahore | PAKISTAN |
| I RECOMMEND MOM | HSBC | CSR | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| A04 Series: Fiction & Non-Fiction | | | | |
| MAGGI DIARIES: WOMEN OF CHANGE | NESTLÉ | MAGGI | PUBLICIS MIDDLE EAST, Dubai | UNITED ARAB EMIRATES |
| A05 Use of User Generated Content | | | | |
| NEVER TOO OLD FOR CHRISTMAS | ABED TAHAN | ABED TAHAN | RÉPUBLIQUE, Beirut | LEBANON |
| GHANEELY | ORANGE | ORANGE - GAHNEELY - MUSIC APPLICATION | FP7/CAI, Cairo | EGYPT |
| OREO WONDERFILLED | MONDELÉZ INTERNATIONAL | OREO BISCUIT | MEDIAVEST SPARK, Dubai | UNITED ARAB EMIRATES |
| PEPSI 'SOUND OF THE NATION' | PEPSICO | PEPSI/PEPSI NOW APP | IMPACT BBDO, Cairo | EGYPT |
| A06 Use of Talent | | | | |
| WINTER REIMAGINED | DUBAI TOURISM (DEPARTMENT OF TOURISM AND COMMERCE MARKETING) | VISIT DUBAI | WUNDERMAN DUBAI | UNITED ARAB EMIRATES |
| #BEATME | UN WOMEN PAKISTAN | WOMEN'S EMPOWERMENT | BBDO PAKISTAN, Lahore | PAKISTAN |
| A07 Live Brand Experience | | | | |
| ALZHEIMER'S A NIGHT TO REMEMBER | ALZHEIMER'S ASSOCIATION LEBANON | NGO | MEMAC OGILVY & MATHER LEBANON, Beirut | LEBANON |
| LIPTON FIT CART | UNILEVER | LIPTON GREEN TEA FIT CART | WUNDERMAN DUBAI | UNITED ARAB EMIRATES |
| UNLEASHED | INFINITI Q50 | AUTOMOTIVE | TBWA RAAD, Dubai | UNITED ARAB EMIRATES |
| TRAFFIC 'JAM' | PEPSICO | 7UP | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| A08 Sports Entertainment | | | | |
| YOUR JERSEY. YOUR FLAG. | COCA-COLA | COKE RED | FP7/CAI, Cairo | EGYPT |
| FANS COME FIRST | VODAFONE | TELECOMMUNICATION | J. WALTER THOMPSON CAIRO | EGYPT |
| A09 Game or Gaming | | | | |
| THE HAMMAM FIGHTER | ORANGE | 4G SERVICES | FP7/TUN, Tunis | TUNISIA |
| STOP THE HUNGER | MARS | SNICKERS | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| A10 Use of Digital & Social | | | | |
| LEGALLY BRIDE | KAFA (ENOUGH) VIOLENCE & EXPLOITATION | WOMAN'S RIGHTS NGO | LEO BURNETT BEIRUT | LEBANON |
| GHANEELY | ORANGE | ORANGE - GAHNEELY - MUSIC APPLICATION | FP7/CAI, Cairo | EGYPT |
| HOW TO EAT A ZESPRI | ZESPRI KIWI FRUIT | ZESPRI GREEN & SUNGOLD KIWIS | BLUE BARRACUDA DUBAI | UNITED ARAB EMIRATES |
| #POSTWISELY | DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY) | TELECOMMUNICATION | LEO BURNETT DUBAI | UNITED ARAB EMIRATES |
| TUMMYFISH | NESTLÉ MIDDLE EAST | U4HK | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| HADIA TIME | LENOVO MIDDLE EAST | LENOVO | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| SKIP FRIDAY 13 | LA LIBANAISE DES JEUX | LOTTERY | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| A11 Use of Brand or Product Integration into Existing Content | | | | |
| 'CHILLING CONTENT' | GSK | SENSODYNE ADVANCE REPAIR & PROTECT | MEDIACOM MENA, Dubai | UNITED ARAB EMIRATES |
| EMIRATES MOVIE INDEX | EMIRATES HOLIDAYS | EMIRATES HOLIDAYS | TBWA RAAD, Dubai | UNITED ARAB EMIRATES |
| A12 Excellence in Audience Engagement & Distribution Strategy | | | | |
| WHO IS BU SALEM? | AL MUNAYES GENERAL TRADING EST. | AL MUNAYES TEA | BEATTIE + DANE, Kuwait | KUWAIT |
| FUTURE OF PREPAID | DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY) | TELECOMMUNICATION | LEO BURNETT DUBAI | UNITED ARAB EMIRATES |
| NEWSWORTHY BOOKS | JARIR | BOOKS | J. WALTER THOMPSON RIYADH | SAUDI ARABIA |
| B02 Use of Licenced or Remastered Music for a Brand or Campaign | | | | |
| THE LINE-UP SONG | COCA-COLA | COKE RED | FP7/CAI, Cairo | EGYPT |
| GHANEELY | ORANGE | ORANGE - GAHNEELY - MUSIC APPLICATION | FP7/CAI, Cairo | EGYPT |
| B03 Use of Original Composition for a Brand or Campaign | | | | |
| GOOD COMPANY CAMPAIGN | UAP OLD MUTUAL | UAP OLD MUTUAL BRAND | SQUAD DIGITAL, Nairobi | KENYA |
| MCCHICKEN | McDONALD'S | FAST FOOD | LEO BURNETT DUBAI | UNITED ARAB EMIRATES |
| B05 Excellence in Music Video | | | | |
| GHANEELY | ORANGE | ORANGE - GAHNEELY - MUSIC APPLICATION | FP7/CAI, Cairo | EGYPT |