

BRANDED CONTENT & ENTERTAINMENT WINNERS

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
TUMMYFISH	NESTLÉ MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
Gold				
MAGGI DIARIES: WOMEN OF CHANGE	NESTLÉ	MAGGI	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7/TUN, Tunis	TUNISIA
Silver				
#BEATME	UN WOMEN PAKISTAN	WOMEN'S EMPOWERMENT	BBDO PAKISTAN, Lahore	PAKISTAN
LIPTON FIT CART	UNILEVER	LIPTON GREEN TEA FIT CART	WUNDERMAN DUBAI	UNITED ARAB EMIRATES
HADIA TIME	LENOVO MIDDLE EAST	LENOVO	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
EMIRATES MOVIE INDEX	EMIRATES HOLIDAYS	EMIRATES HOLIDAYS	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
WHO IS BU SALEM?	AL MUNAYES GENERAL TRADING EST.	AL MUNAYES TEA	BEATTIE + DANE, Kuwait	KUWAIT
THE LINE-UP SONG	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
GOOD COMPANY CAMPAIGN	UAP OLD MUTUAL	UAP OLD MUTUAL BRAND	SQUAD DIGITAL, Nairobi	KENYA
Bronze				
THE LINE-UP SONG	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
OREO WONDERFILLED	MONDELÉZ INTERNATIONAL	OREO BISCUIT	MEDIAVEST SPARK, Dubai	UNITED ARAB EMIRATES
ALZHEIMER'S A NIGHT TO REMEMBER	ALZHEIMER'S ASSOCIATION LEBANON	NGO	MEMAC OGILVY & MATHER LEBANON, Beirut	LEBANON
YOUR JERSEY. YOUR FLAG.	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
HOW TO EAT A ZESPRI	ZESPRI KIWIFRUIT	ZESPRI GREEN & SUNGOLD KIWIS	BLUE BARRACUDA DUBAI	UNITED ARAB EMIRATES
SKIP FRIDAY 13	LA LIBANAISE DES JEUX	LOTTERY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
MCCHICKEN	MCDONALD'S	FAST FOOD	LEO BURNETT DUBAI	UNITED ARAB EMIRATES