

DIRECT SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
WATER SNACKS	RAYYAN WATER	RAYYAN WATER	Y&R DUBAI	UNITED ARAB EMIRATES
YOUR JERSEY. YOUR FLAG.	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
STOP THE HUNGER	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
CHAMPION'S HIJACK	GO SPORT	GO SPORT RETAIL STORES	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
WINTER REIMAGINED	DUBAI TOURISM (DEPARTMENT OF TOURISM AND COMMERCE MARKETING)	VISIT DUBAI	WUNDERMAN DUBAI	UNITED ARAB EMIRATES
TRUMP	ROYAL JORDANIAN	SPECIAL PROMOTION	MEMAC OGILVY ADVIZE, Amman	JORDAN
SKIP FRIDAY 13	LA LIBANAISE DES JEUX	LOTTERY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A04 Media & Publications				
FLAWLESSNESS	ENTI.MA	FASHION AND LIFESTYLE ONLINE MAGAZINE	J. WALTER THOMPSON, Casablanca	MOROCCO
A05 Financial & Business Products & Services, Commercial Public Services				
ICE CREAM INSURANCE	MASHREQ BANK	MASHREQ INSURANCE	Y&R DUBAI	UNITED ARAB EMIRATES
THE AC VESTS	EMIRATES NBD	BUSINESS BANKING	FP7/DXB, Dubai	UNITED ARAB EMIRATES
AD D	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	VITAMIN D EDUCATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A06 Charities, Public Health & Safety, Public Awareness Messages				
GAY TURTLE	AMNESTY INTERNATIONAL	SOCIAL RESPONSIBILITY	TBWAISTANBUL	TURKEY
THE SEA CEMETERY	SUPPORT TO LIFE	SOCIAL RESPONSIBILITY	TBWAISTANBUL	TURKEY
THE SOUND OF VIOLENCE / X-RAY RECORDS	HURRIYET	AILE ICI SIDDETE SON	TBWAISTANBUL	TURKEY
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
REWRITING RESPECT	SASOL	REWRITING RESPECT	MEMAC OGILVY & MATHER, Doha	QATAR
TUMMYFISH	NESTLÉ' MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
B02 Use of Ambient Media: Small Scale				
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
REWRITING RESPECT	SASOL	REWRITING RESPECT	MEMAC OGILVY & MATHER, Doha	QATAR
B03 Use of Ambient Media: Large Scale				
THE SEA CEMETERY	SUPPORT TO LIFE	SOCIAL RESPONSIBILITY	TBWAISTANBUL	TURKEY
C01 Use of Digital Platforms				
CHAMPION'S HIJACK	GO SPORT	GO SPORT RETAIL STORES	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
FLAWLESSNESS	ENTI.MA	FASHION AND LIFESTYLE ONLINE MAGAZINE	J. WALTER THOMPSON, Casablanca	MOROCCO
TUMMYFISH	NESTLÉ' MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
SKIP FRIDAY 13	LA LIBANAISE DES JEUX	LOTTERY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
C02 Use of Social Platforms				
GAY TURTLE	AMNESTY INTERNATIONAL	SOCIAL RESPONSIBILITY	TBWAISTANBUL	TURKEY
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
TRUMP	ROYAL JORDANIAN	SPECIAL PROMOTION	MEMAC OGILVY ADVIZE, Amman	JORDAN
ENSA JOURA	MTV	PUBLIC AWARENESS CAMPAIGN	TBWAIRAAD, Beirut	LEBANON
D01 Acquisitions & Retention				
THE AC VESTS	EMIRATES NBD	BUSINESS BANKING	FP7/DXB, Dubai	UNITED ARAB EMIRATES
E02 Art Direction / Design				
REWRITING RESPECT	SASOL	REWRITING RESPECT	MEMAC OGILVY & MATHER, Doha	QATAR
E03 Experience Design				
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
AD D	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	VITAMIN D EDUCATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
F02 Small Budget Campaign				
GAY TURTLE	AMNESTY INTERNATIONAL	SOCIAL RESPONSIBILITY	TBWAISTANBUL	TURKEY
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
CHAMPION'S HIJACK	GO SPORT	GO SPORT RETAIL STORES	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES