

# FILM CRAFT SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Direction</b>				
HOME	VODAFONE QATAR	OFFICE	MEMAC OGILVY & MATHER, Doha	QATAR
SPRAY YOUR TRUTH	STR8	DEODORANT	GOOD PEOPLE, Beirut	LEBANON
SUZY'S BEAUTY SALON	MADA MASR	PUBLICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
UNDER-14 HANDBALL	MADA MASR	PUBLICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
KIDNAP	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
BURGLARY	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
MURDER	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
LIES	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE MAN SITTING NEXT TO YOU	DU DUBAI	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
IF SOMETHING MATTERS TO YOU, IT MATTERS TO US	VODAFONE QATAR	VODAFONE NETWORK	MEMAC OGILVY & MATHER, Doha	QATAR
<b>A02 Script</b>				
UNDER-14 HANDBALL	MADA MASR	PUBLICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
KIDNAP	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
MURDER	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
BURGLARY	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
FIX OUR ROADS	MTV	CALL TO ACTION AIMED AT POLITICIANS	TBWAIRAAD, Beirut	LEBANON
#BEATME	UN WOMEN PAKISTAN	WOMEN'S EMPOWERMENT	BBDO PAKISTAN, Lahore	PAKISTAN
LIES	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE WARNING	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
SUZY'S BEAUTY SALON	MADA MASR	PUBLICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
<b>A03 Casting</b>				
THE LINE-UP SONG	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
SUZY'S BEAUTY SALON	MADA MASR	PUBLICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
UNDER-14 HANDBALL	MADA MASR	PUBLICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
#POSTWISELY	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
INKLUSION	LBCI	TV CHANNEL	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
FIX OUR ROADS	MTV	CALL TO ACTION AIMED AT POLITICIANS	TBWAIRAAD, Beirut	LEBANON
THE WARNING	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE MAN SITTING NEXT TO YOU	DU DUBAI	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
<b>A04 Production Design / Art Direction</b>				
HOME	VODAFONE QATAR	OFFICE	MEMAC OGILVY & MATHER, Doha	QATAR
THE WORD OF TRUST	KUWAIT FINANCIAL CENTRE "MARKAZ"	MARKAZ'S BRAND IDENTITY	ERA MEDIA, Kuwait City	KUWAIT
SUZY'S BEAUTY SALON	MADA MASR	PUBLICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
UNDER-14 HANDBALL	MADA MASR	PUBLICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
NOTHING BEATS THE ORIGINAL	PFIZER MIDDLE EAST	VIAGRA	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
SURFING	EMIRATES GROUP	DNATA TRAVEL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
MUSEUM	EMIRATES GROUP	DNATA TRAVEL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
LIES	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE MAN SITTING NEXT TO YOU	DU DUBAI	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
<b>A05 Cinematography</b>				
HOME	VODAFONE QATAR	OFFICE	MEMAC OGILVY & MATHER, Doha	QATAR
SPRAY YOUR TRUTH	STR8	DEODORANT	GOOD PEOPLE, Beirut	LEBANON
KIDNAP	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
MURDER	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
BURGLARY	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
LIES	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
SABOTAGE	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE MAN SITTING NEXT TO YOU	DU DUBAI	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
IF SOMETHING MATTERS TO YOU, IT MATTERS TO US	VODAFONE QATAR	VODAFONE NETWORK	MEMAC OGILVY & MATHER, Doha	QATAR
<b>A06 Editing</b>				
LIES	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE MAN SITTING NEXT TO YOU	DU DUBAI	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
IF SOMETHING MATTERS TO YOU, IT MATTERS TO US	VODAFONE QATAR	VODAFONE NETWORK	MEMAC OGILVY & MATHER, Doha	QATAR
<b>A07 Use of Original Music</b>				
THE TEA PROFESSIONALS	UNILEVER	LIPTON	KAIRO, Cairo	EGYPT
#THISISEGYPT INTERNATIONAL CAMPAIGN	EGYPTIAN TOURISM PROMOTION BOARD	TOURISM	J. WALTER THOMPSON CAIRO	EGYPT
LIES	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>A08 Use of Licensed or Adapted Music</b>				
THE LINE-UP SONG	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
THE WAIT	HSBC	HSBC CASHBACK CREDIT CARD	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
<b>A09 Sound Design</b>				
OFFICE	VODAFONE QATAR	OFFICE	MEMAC OGILVY & MATHER, Doha	QATAR
HOME	VODAFONE QATAR	OFFICE	MEMAC OGILVY & MATHER, Doha	QATAR
THE MAN SITTING NEXT TO YOU	DU DUBAI	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
<b>A10 Animation</b>				
RAMY	DU DUBAI	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES

LIES	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>A11 Visual Effects</b>				
THE TEA PROFESSIONALS	UNILEVER	LIPTON	KAIRO, Cairo	EGYPT
BEKO TOMORROW'S HOME	BEKO	BEKO CONNECTED HOME	R/GA LONDON	UNITED KINGDOM
<b>A12 Achievement in Production</b>				
THE MAN SITTING NEXT TO YOU	DU DUBAI	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES