

INTERACTIVE SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
TRUMP	ROYAL JORDANIAN	SPECIAL PROMOTION	MEMAC OGILVY ADVIZE, Amman	JORDAN
A05 Financial & Business Products & Services, Commercial Public Services				
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7/TUN, Tunis	TUNISIA
A06 Charities, Public Health & Safety, Public Awareness Messages				
LIFE SAVING CAPTCHA	RED CRESCENT JORDAN	CHARITY	J. WALTER THOMPSON JORDAN, Amman	JORDAN
B02 Microsites				
SKIP FRIDAY 13	LA LIBANAISE DES JEUX	LOTTERY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
C01 Online Ad				
CHAMPION'S HIJACK	GO SPORT	GO SPORT RETAIL STORES	TBWAI/RAAD, Dubai	UNITED ARAB EMIRATES
D01 Social Video				
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
CAREEM 'SLINGSHOT' LAUNCH	CAREEM	CAR BOOKING APP	MISFITS, Dubai	UNITED ARAB EMIRATES
FLAWLESSNESS	ENTI.MA	FASHION AND LIFESTYLE ONLINE MAGAZINE	J. WALTER THOMPSON, Casablanca	MOROCCO
#POSTWISELY	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
YOGA RETREAT	EMIRATES GROUP	DNATA TRAVEL	TBWAI/RAAD, Dubai	UNITED ARAB EMIRATES
OKTOBERFEST	EMIRATES GROUP	DNATA TRAVEL	TBWAI/RAAD, Dubai	UNITED ARAB EMIRATES
THE LAST ICE BUCKET CHALLENGE	CONNECT	CONNECT INTERNET PROVIDER	TBWAI/RAAD, Dubai	UNITED ARAB EMIRATES
THE LAST HARLEM SHAKE	CONNECT	CONNECT INTERNET PROVIDER	TBWAI/RAAD, Dubai	UNITED ARAB EMIRATES
D02 Interactive Video				
WRESTLER	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
ROCKSTAR	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
E02 Social Purpose				
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
GAY TURTLE	AMNESTY INTERNATIONAL	SOCIAL RESPONSIBILITY	TBWAI/ISTANBUL	TURKEY
FIGHTING FISTS WITH A FINGER	DUBAI FOUNDATION FOR WOMEN & CHILDREN	ANTI-DOMESTIC VIOLENCE	FP7/DXB, Dubai	UNITED ARAB EMIRATES
FLAWLESSNESS	ENTI.MA	FASHION AND LIFESTYLE ONLINE MAGAZINE	J. WALTER THOMPSON, Casablanca	MOROCCO
#POSTWISELY	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
HADIA TIME	LENOVO MIDDLE EAST	LENOVO	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
TUMMYFISH	NESTLÉ' MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
E03 Innovative Use of Social or Community				
NEVER TOO OLD FOR CHRISTMAS	ABED TAHAN	ABED TAHAN	RÉPUBLIQUE, Beirut	LEBANON
FIGHTING FISTS WITH A FINGER	DUBAI FOUNDATION FOR WOMEN & CHILDREN	ANTI-DOMESTIC VIOLENCE	FP7/DXB, Dubai	UNITED ARAB EMIRATES
E05 Co-Creation & User Generated Content				
GHANEELY	ORANGE	ORANGE - GAHNEELY - MUSIC APPLICATION	FP7/CAI, Cairo	EGYPT
FANS COME FIRST	VODAFONE	TELECOMMUNICATION	J. WALTER THOMPSON CAIRO	EGYPT
F01 Branded Games				
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7/TUN, Tunis	TUNISIA
TUMMYFISH	NESTLÉ' MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
STOP THE HUNGER	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
G02 Branded Tech Offline				
LIPTON FIT CART	UNILEVER	LIPTON GREEN TEA FIT CART	WUNDERMAN DUBAI	UNITED ARAB EMIRATES
H01 Integrated Multi-Platform Campaign (Online & Offline)				
CHAMPION'S HIJACK	GO SPORT	GO SPORT RETAIL STORES	TBWAI/RAAD, Dubai	UNITED ARAB EMIRATES
#POSTWISELY	DU (EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY)	TELECOMMUNICATION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
I01 User Experience (UX)				
TUMMYFISH	NESTLÉ' MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
I03 Storytelling				
TUMMYFISH	NESTLÉ' MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES