

# MEDIA SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
<b>A01 Fast Moving Consumer Goods</b>						
'WHO ARE YOU?'	MARS	SNICKERS	MEDIACOM MENA, Dubai *	UNITED ARAB EMIRATES	MEDIACOM MENA, Dubai	UNITED ARAB EMIRATES
JOHNSON'S® BABY BLOGGER SERIES	JOHNSON & JOHNSON	BABY WIPES	UM MENA, Dubai	UNITED ARAB EMIRATES	J3 MENA, Dubai *	UNITED ARAB EMIRATES
THE 1ST EVER GENUINE SOCIAL MEDIA NEWSROOM	MONDELÉZ INTERNATIONAL	CADBURY OREO CHOCOLATE BISCUIT	MEDIAVEST SPARK, Dubai *	UNITED ARAB EMIRATES	MEDIAVEST SPARK, Dubai	UNITED ARAB EMIRATES
OREO WONDERFILLED	MONDELÉZ INTERNATIONAL	OREO BISCUIT	MEDIAVEST SPARK, Dubai *	UNITED ARAB EMIRATES	MEDIAVEST SPARK, Dubai	UNITED ARAB EMIRATES
MAGGI DIARIES: WOMEN OF CHANGE	NESTLÉ	MAGGI	PUBLICIS MIDDLE EAST, Dubai *	UNITED ARAB EMIRATES	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
STOP THE HUNGER	MARS	SNICKERS	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES		
<b>A02 Durable Consumer Goods, including Cars</b>						
'BOSE BETWEEN THE EARS'	BOSE	BOSE QC35	MEDIACOM MENA, Dubai *	UNITED ARAB EMIRATES	MEDIACOM MENA, Dubai	UNITED ARAB EMIRATES
HUMAN CROSSING	VOLKSWAGEN MIDDLE EAST	ROAD SAFETY	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
HADIA TIME	LENOVO MIDDLE EAST	LENOVO	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES	MINDSHARE DUBAI	UNITED ARAB EMIRATES
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>						
CHAMPION'S HIJACK	GO SPORT	GO SPORT RETAIL STORES	TBWA RAAD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
SKIP FRIDAY 13	LA LIBANAISE DES JEUX	LOTTERY	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES		
<b>A05 Financial &amp; Business Products &amp; Services, Commercial Public Services</b>						
AD D	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	VITAMIN D EDUCATION	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE CAMPAIGN THAT NEVER SAW THE LIGHT	SAUDI TELECOM COMPANY	SERVICE APP	J. WALTER THOMPSON RIYADH *	SAUDI ARABIA	STARCOM, Riyadh	SAUDI ARABIA
<b>A06 Charities, Public Health &amp; Safety, Public Awareness Messages</b>						
THE SEA CEMETERY	SUPPORT TO LIFE	SOCIAL RESPONSIBILITY	TBWA ISTANBUL *	TURKEY		
A PRICELESS DELIVERY	MASTERCARD	PRICELESS CAUSES	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
TUMMYFISH	NESTLÉ' MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
<b>B02 Use of Audio Platforms</b>						
NEVER TOO OLD FOR CHRISTMAS	ABED TAHAN	ABED TAHAN	RÉPUBLIQUE, Beirut *	LEBANON	RÉPUBLIQUE, Beirut	LEBANON
'BOSE BETWEEN THE EARS'	BOSE	BOSE QC35	MEDIACOM MENA, Dubai *	UNITED ARAB EMIRATES	MEDIACOM MENA, Dubai	UNITED ARAB EMIRATES
<b>B03 Use of Print</b>						
CHAMPION'S HIJACK	GO SPORT	GO SPORT RETAIL STORES	TBWA RAAD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
AD D	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	VITAMIN D EDUCATION	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
NEWSWORTHY BOOKS	JARIR	BOOKS	J. WALTER THOMPSON RIYADH *	SAUDI ARABIA	MEDIACOM, Riyadh	SAUDI ARABIA
<b>B04 Use of Outdoor</b>						
SWITCHED ON	PEPSICO	7UP	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
<b>B05 Use of Ambient Media: Small Scale</b>						
YOUR JERSEY. YOUR FLAG.	COCA-COLA	COKE RED	FP7/CAI, Cairo *	EGYPT		
WHAT PEOPLE SAY ABOUT US	ZOOBA EATS	ZOOBA	KAIRO, Cairo *	EGYPT	KAIRO, Cairo	EGYPT
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWA RAAD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
<b>B06 Use of Ambient Media: Large Scale</b>						
HUMAN CROSSING	VOLKSWAGEN MIDDLE EAST	ROAD SAFETY	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
<b>B08 Use of Stunts</b>						
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT *	LEBANON		
ALZHEIMER'S A NIGHT TO REMEMBER	ALZHEIMER'S ASSOCIATION LEBANON	NGO	MEMAC OGILVY & MATHER LEBANON, Beirut *	LEBANON		
A PRICELESS DELIVERY	MASTERCARD	PRICELESS CAUSES	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
CAREEM 'SLINGSHOT' LAUNCH	CAREEM	CAR BOOKING APP	MISFITS, Dubai *	UNITED ARAB EMIRATES		
<b>C01 Use of Digital Platforms</b>						
TUMMYFISH	NESTLÉ' MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7/TUN, Tunis *	TUNISIA	FP7/TUN, Tunis	TUNISIA
NEWSWORTHY BOOKS	JARIR	BOOKS	J. WALTER THOMPSON RIYADH *	SAUDI ARABIA	MEDIACOM, Riyadh	SAUDI ARABIA
<b>C02 Use of Social Platforms</b>						
HUMAN KEYBOARD	LENOVO MIDDLE EAST	YOGA BOOK - HALO KEYBOARD	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
WHO IS BU SALEM?	AL MUNAYES GENERAL TRADING EST.	AL MUNAYES TEA	BEATTIE + DANE, Kuwait *	KUWAIT	MEC, Kuwait City	KUWAIT
THE 1ST EVER GENUINE SOCIAL MEDIA NEWSROOM	MONDELÉZ INTERNATIONAL	CADBURY OREO CHOCOLATE BISCUIT	MEDIAVEST SPARK, Dubai *	UNITED ARAB EMIRATES	MEDIAVEST SPARK, Dubai	UNITED ARAB EMIRATES
TWITTERFERENCE	BATELCO	OOKLA SPEEDTEST AWARD	FP7/BAH, Manama *	BAHRAIN	FP7/BAH, Manama	BAHRAIN
GHANEELY	ORANGE	ORANGE - GHANEELY - MUSIC APPLICATION	FP7/CAI, Cairo *	EGYPT		

CHICLETS LIVE EPISODES	MONDELÉZ	CHICLETS	J. WALTER THOMPSON CAIRO *	EGYPT	STARCOM, Cairo	EGYPT
<b>C03 Use of Technology</b>						
LITTLE CHORTI	OILIBYA	MOBILE APP	MEMAC OGILVY LABEL, Tunis *	TUNISIA		
HUMAN CROSSING	VOLKSWAGEN MIDDLE EAST	ROAD SAFETY	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES		
<b>D01 Use of Brand or Product Integration into a Programme or Platform</b>						
'CHILLING CONTENT'	GSK	SENSODYNE ADVANCE REPAIR & PROTECT	MEDIACOM MENA, Dubai *	UNITED ARAB EMIRATES	MEDIACOM MENA, Dubai	UNITED ARAB EMIRATES
<b>D02 Use of Co-Creation &amp; User Generated Content</b>						
FANS COME FIRST	VODAFONE	TELECOMMUNICATION	J. WALTER THOMPSON CAIRO *	EGYPT	MEC GLOBAL, Cairo	EGYPT
<b>D03 Use of Branded Content created for Digital or Social Media</b>						
MARS MODERN CLASSICS	MARS	MARS	MEDIACOM MENA, Dubai *	UNITED ARAB EMIRATES		
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7/TUN, Tunis *	TUNISIA	FP7/TUN, Tunis	TUNISIA
CHICLETS LIVE EPISODES	MONDELÉZ	CHICLETS	J. WALTER THOMPSON CAIRO *	EGYPT	STARCOM, Cairo	EGYPT
NEWSWORTHY BOOKS	JARIR	BOOKS	J. WALTER THOMPSON RIYADH *	SAUDI ARABIA	MEDIACOM, Riyadh	SAUDI ARABIA
<b>E01 Use of Integrated Media</b>						
COKE ACN	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT	UM7, Cairo *	EGYPT
PASS A SMILE	LAY'S	LAY'S POTATO CHIPS	BBDO PAKISTAN, Lahore *	PAKISTAN		
THE CAMPAIGN THAT NEVER SAW THE LIGHT	SAUDI TELECOM COMPANY	SERVICE APP	J. WALTER THOMPSON RIYADH *	SAUDI ARABIA	STARCOM, Riyadh	SAUDI ARABIA