

OUTDOOR SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 Drinks				
AQUATIC	COCA-COLA MIDDLE EAST	COKE LIFE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
CONIFEROUS	COCA-COLA MIDDLE EAST	COKE LIFE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
EXOTIC	COCA-COLA MIDDLE EAST	COKE LIFE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
A06 Retail, e-Commerce, Restaurants & Fast Food Chains				
NOSE JOB	IKEA - SAUDI ARABIA	SMART STORAGE SOLUTIONS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
A13 Public Health & Safety				
DOG	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
RABBIT	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
DINOSAUR	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FOX	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A14 Public Sector & Awareness Messages				
FOREST	KENYA WILDLIFE SERVICE	RANGERS RECRUITMENT	SCANAD KENYA, Nairobi	KENYA
A15 Charities & Appeals				
SUFFERING / HEALING	LAW ANDAK DAM	BLOOD DONATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B01 Food				
LIFELESS	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
ANGRY	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
BEAR	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
CROC	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
SHARK	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B02 Drinks				
AQUATIC	COCA-COLA MIDDLE EAST	COKE LIFE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
CONIFEROUS	COCA-COLA MIDDLE EAST	COKE LIFE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
EXOTIC	COCA-COLA MIDDLE EAST	COKE LIFE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
B04 Durable Consumer Goods				
SUNGLASSES	THE CARTEL	THE CARTEL	Y&R DUBAI	UNITED ARAB EMIRATES
BAG	THE CARTEL	THE CARTEL	Y&R DUBAI	UNITED ARAB EMIRATES
MAKE UP	THE CARTEL	THE CARTEL	Y&R DUBAI	UNITED ARAB EMIRATES
SHOES	THE CARTEL	THE CARTEL	Y&R DUBAI	UNITED ARAB EMIRATES
B05 Cars & Automotive Products & Services				
YOUR BABY IS UGLY	HONDA ALGHANIM	HONDA LANE ASSIST SYSTEM	IMPACT & ECHO BBDO, Kuwait City	KUWAIT
DOG	MERCEDES	MERCEDES E-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
TREE	MERCEDES	MERCEDES E-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
KID	MERCEDES	MERCEDES E-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FLOODS	CENTRAL TRADE AND AUTO CO.	TOYOTA LAND CRUISER	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
B06 Retail, e-Commerce, Restaurants & Fast Food Chains				
CANNED SOUP	IKEA - SAUDI ARABIA	SMART STORAGE SOLUTIONS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
70'S STAR	IKEA - SAUDI ARABIA	SMART STORAGE SOLUTIONS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
BACK HAIR	IKEA - SAUDI ARABIA	SMART STORAGE SOLUTIONS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
LOVE HANDLES	IKEA - SAUDI ARABIA	SMART STORAGE SOLUTIONS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
THOUSAND DOLLARS	IKEA - SAUDI ARABIA	SMART STORAGE SOLUTIONS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
NOSE JOB	IKEA - SAUDI ARABIA	SMART STORAGE SOLUTIONS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
B07 Travel, Transport & Leisure				
SURFING	EMIRATES GROUP	DNATA TRAVEL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
YOGA RETREAT	EMIRATES GROUP	DNATA TRAVEL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
DIVING	EMIRATES GROUP	DNATA TRAVEL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
B09 Financial Products & Services				
OPEN HELMETS - WOMAN	JORDAN INSURANCE COMPANY	BIKER SAFETY	Y&R AMMAN	JORDAN
OPEN HELMETS - BALD	JORDAN INSURANCE COMPANY	BIKER SAFETY	Y&R AMMAN	JORDAN
B11 Commercial Public Services				
YOGA	BATELCO	SIMSIM PREPAID	FP7/BAH, Manama	BAHRAIN
PAINTER	BATELCO	SIMSIM PREPAID	FP7/BAH, Manama	BAHRAIN
ALWAYS ON GUARD	ETISALAT	SECURITY CAMERA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
RATRYOSHKA	BOECKER	PUBLIC HEALTH DEPARTMENT	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
ANTRYOSHKA	BOECKER	PUBLIC HEALTH DEPARTMENT	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
COCKRYOSHKA	BOECKER	PUBLIC HEALTH DEPARTMENT	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
B13 Public Health & Safety				
BAG	VOLVO	SEAT BELTS	MEMAC OGILVY & MATHER, Doha	QATAR
SHOES	VOLVO	SEAT BELTS	MEMAC OGILVY & MATHER, Doha	QATAR
DOG	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
RABBIT	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
DINOSAUR	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FOX	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B14 Public Sector & Awareness Messages				
THE LEARNED MAN	FACEBLIND.ORG	FACEBLIND.ORG	Y&R DUBAI	UNITED ARAB EMIRATES
PARLIAMENT	UN WOMEN	UN WOMEN	DD DUBAI	UNITED ARAB EMIRATES

SCIENCE	UN WOMEN	UN WOMEN	DDB DUBAI	UNITED ARAB EMIRATES
TECHNOLOGY	UN WOMEN	UN WOMEN	DDB DUBAI	UNITED ARAB EMIRATES
B15 Charities & Appeals				
FOREST	KENYA WILDLIFE SERVICE	RANGERS RECRUITMENT	SCANAD KENYA, Nairobi	KENYA
C04 Ambient Experiential & Immersive Digital				
TRAFFIC GAAYE	VIDEOCON MOBILE	VIDEOCON MOBILE	Y&R DUBAI	UNITED ARAB EMIRATES
A PRICELESS DELIVERY	MASTERCARD	PRICELESS CAUSES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
D01 Use of Adapted Billboards / Posters				
THE MONSOON BILLBOARD	VARUNA PUMPS	VARUNA PUMPS	TEAM/Y&R, Dubai	UNITED ARAB EMIRATES
MAKING SENSE OF DYSLEXIA	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
D02 Use of Ambient Outdoor				
HUMAN CROSSING	VOLKSWAGEN MIDDLE EAST	ROAD SAFETY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
SWITCHED ON	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE AC VESTS	EMIRATES NBD	BUSINESS BANKING	FP7/DXB, Dubai	UNITED ARAB EMIRATES
E01 Non-Standard Indoor Advertising				
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWA/IRAAD, Dubai	UNITED ARAB EMIRATES
E02 Small Scale Special Solutions				
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
IKEA IT'S THAT AFFORDABLE PRICE TAGS	IKEA - SAUDI ARABIA	IKEA TAGS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
E03 Special Build				
HUMAN CROSSING	VOLKSWAGEN MIDDLE EAST	ROAD SAFETY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
THE MONSOON BILLBOARD	VARUNA PUMPS	VARUNA PUMPS	TEAM/Y&R, Dubai	UNITED ARAB EMIRATES
SWITCHED ON	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
E05 Interactive Outdoor Experiences				
A PRICELESS DELIVERY	MASTERCARD	PRICELESS CAUSES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
PINBALL CRICKET	PEPSI	PEPSI	BBDO PAKISTAN, Lahore	PAKISTAN
F01 Integrated Campaign Led by Outdoor				
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON