

# PR SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Fast Moving Consumer Goods</b>				
PASS A SMILE	LAY'S	LAY'S POTATO CHIPS	BBDO PAKISTAN, Lahore	PAKISTAN
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>A02 Durable Consumer Goods, including Cars</b>				
HUMAN CROSSING	VOLKSWAGEN MIDDLE EAST	ROAD SAFETY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>				
TRUMP	ROYAL JORDANIAN	SPECIAL PROMOTION	MEMAC OGILVY ADVIZE, Amman	JORDAN
<b>A04 Media &amp; Publications</b>				
FLAWLESSNESS	ENTI.MA	FASHION AND LIFESTYLE ONLINE MAGAZINE	J. WALTER THOMPSON, Casablanca	MOROCCO
<b>A05 Financial &amp; Business Products &amp; Services, Commercial Public Services</b>				
UNVEIL SAUDI	SAUDI TELECOM COMPANY	NETWORK AND COVERAGE	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
<b>A06 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
GAY TURTLE	AMNESTY INTERNATIONAL	SOCIAL RESPONSIBILITY	TBWA\ISTANBUL	TURKEY
THE SEA CEMETERY	SUPPORT TO LIFE	SOCIAL RESPONSIBILITY	TBWA\ISTANBUL	TURKEY
BALD FOR YOU	MURR TELEVISION	BREAST CANCER AWARENESS MONTH	FP7\BEY, Beirut	LEBANON
A PRICELESS DELIVERY	MASTERCARD	PRICELESS CAUSES	FP7\DXB, Dubai	UNITED ARAB EMIRATES
TAA MARBOUTA - THE SECRET OF YOUR STRENGTH	NATIONAL COUNCIL FOR WOMEN	AWARENESS MESSAGE	DDB EGYPT, Cairo	EGYPT
ENSA JOURA	MTV	PUBLIC AWARENESS CAMPAIGN	TBWA\RAAD, Beirut	LEBANON
<b>B01 Corporate Communication &amp; Reputation Management</b>				
UNVEIL SAUDI	SAUDI TELECOM COMPANY	NETWORK AND COVERAGE	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
#SHOPLESS	SADIA	SADIA FROZEN FOOD	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>B02 Business Citizenship / Corporate Responsibility &amp; Environmental</b>				
FLAWLESSNESS	ENTI.MA	FASHION AND LIFESTYLE ONLINE MAGAZINE	J. WALTER THOMPSON, Casablanca	MOROCCO
HADIA TIME	LENOVO MIDDLE EAST	LENOVO	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
HUMAN CROSSING	VOLKSWAGEN MIDDLE EAST	ROAD SAFETY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
<b>B04 Events &amp; Stunts</b>				
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
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>B07 Launch / Re-launch</b>				
TREEHOUSE STORE	WRIGLEY	WRIGLEY EXTRA BUBBLEMINT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>B08 Brand Voice &amp; Strategic Storytelling</b>				
Arab women speak their heart	UNILEVER	BROOKE BOND RED LABEL	WUNDERMAN DUBAI	UNITED ARAB EMIRATES
<b>C01 Use of Digital in a PR Campaign</b>				
AN UBER RAMADAN	EMIRATES NBD	CARDS PROMOTION	FP7\DXB, Dubai	UNITED ARAB EMIRATES
<b>C02 Use of Social in a PR Campaign</b>				
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
WHO IS BU SALEM?	AL MUNAYES GENERAL TRADING EST.	AL MUNAYES TEA	BEATTIE + DANE, Kuwait	KUWAIT
TRUMP	ROYAL JORDANIAN	SPECIAL PROMOTION	MEMAC OGILVY ADVIZE, Amman	JORDAN
<b>C03 Use of Technology</b>				
THE SMART BUS	BATELCO	THE SMART BUS	FP7\BAH, Manama	BAHRAIN
A PRICELESS DELIVERY	MASTERCARD	PRICELESS CAUSES	FP7\DXB, Dubai	UNITED ARAB EMIRATES
<b>D01 Integrated Campaign led by PR</b>				
RSA'S IN SEARCH FOR THE UNLUCKIEST TRAVELER	RSA INSURANCE	TRAVEL INSURANCE	EDELMAN DABO, Dubai	UNITED ARAB EMIRATES
<b>D02 Costs / Creative Performance PR Campaign</b>				
TRUMP	ROYAL JORDANIAN	SPECIAL PROMOTION	MEMAC OGILVY ADVIZE, Amman	JORDAN