

CREATIVE EFFECTIVENESS SHORTLIST

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 Dubai Lynx
International Festival of Creativity 11–14 March 2018

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Creative Effectiveness				
ONE-DROP BOTTLE	HENKEL	PRIL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
TUMMYFISH	NESTLÉ MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
TRUMP	ROYAL JORDANIAN	TACTICAL AD	MEMAC OGILVY ADVIZE, Amman	JORDAN
THE LINE-UP SONG	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
A02 Creative Effectiveness for Good				
#BEATME	UN WOMEN	PUBLIC AWARENESS	BBDO PAKISTAN, Lahore	PAKISTAN
PROJECT AKSHAR (ALPHABETS)	SMARTLIFE	GET SMART PROGRAM	FP7/DXB, Dubai	UNITED ARAB EMIRATES
#SHOPLESS	BRF	SADIA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES