

# CREATIVE EFFECTIVENESS WINNERS

SPONSORED BY  
**euronews.**

 **Dubai Lynx**  
International Festival of Creativity 11–14 March 2018

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Creative Effectiveness Grand Prix</b>				
ONE-DROP BOTTLE	HENKEL	PRIL	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
<b>Creative Effectiveness</b>				
THE LINE-UP SONG	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
#BEATME	UN WOMEN	PUBLIC AWARENESS	BBDO PAKISTAN, Lahore	PAKISTAN