

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY	OMO	"DIRT IS GOOD" RELAUNCH	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A02 Durable Consumer Goods, including Cars				
CAMELPOWER	NISSAN	DESERT LINEUP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
A05 Financial Products & Services, Commercial Public Services, B2B Products & Services				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
A08 Public Sector				
ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI	UNITED ARAB EMIRATES
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
A09 Charities & Non-profit				
POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
#CHANGETHACLAP	ASIA PACIFIC TRANSGENDER NETWORK	N/A	BBDO PAKISTAN, Lahore	PAKISTAN
B01 Mailings				
ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI	UNITED ARAB EMIRATES
B02 Use of Ambient Media: Small Scale				
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
B03 Use of Ambient Media: Large Scale				
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
B04 Use of Technology				
THE GREEN LIGHT	HONDA	HONDA CARS	Y&R DUBAI	UNITED ARAB EMIRATES
C01 Use of Digital Platforms				
POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
C02 Use of Mobile				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
C03 Use of Social Platforms				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
STING 'REMAKE THE BOXER'	PEPSICO.	STING ENERGY DRINK	BBDO PAKISTAN, Lahore	PAKISTAN
D01 Acquisitions & Retention				
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
D02 Launch & Re-launch				
CAMELPOWER	NISSAN	DESERT LINEUP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
E02 Art Direction / Design				
SKINS OF PEACE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
F02 Low Budget / High Impact Campaign				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN