

INNOVATION SHORTLIST

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International Festival of Creativity 11-14 March 2018

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Innovative Technology				
LIFE SAVING SCARECROW	VARUNA PUMPS	AGRICULTURAL PUMPS	Y&R DUBAI	UNITED ARAB EMIRATES
THE GREEN LIGHT	HONDA	HONDA CARS	Y&R DUBAI	UNITED ARAB EMIRATES
A02 Creative Innovation				
CAMELPOWER	NISSAN	DESERT LINEUP	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
THE LIGHT PIN PROJECT	UNILEVER	OMO	RÉPUBLIQUE, Beirut	LEBANON
LIV. - THE ONLY FULLY DIGITAL LIFESTYLE BANK IN THE UAE	EMIRATES NATIONAL BANK OF DUBAI	LIV.	R/GA LONDON	UNITED KINGDOM
POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES	MEMAC OGLIVY & MATHER, Dubai	UNITED ARAB EMIRATES
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES