

# MEDIA SHORTLIST

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| Title   | Advertiser/Client                              | Product/Service                       | Entrant Company              | Country              | Media Agency           | Country              |
|---|--|---------------------------------------|------------------------------|----------------------|------------------------|----------------------|
| <b>A01 Fast Moving Consumer Goods</b>   |  |                                       |                              |                      |                        |                      |
| THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY  | OMO  | "DIRT IS GOOD" RELAUNCH               | FP7/DXB, Dubai *             | UNITED ARAB EMIRATES | PHD, Dubai             | UNITED ARAB EMIRATES |
| <b>A02 Durable Consumer Goods, including Cars</b>   |  |                                       |                              |                      |                        |                      |
| POLLS OF ADVENTURE  | NISSAN   | NISSAN PATROL Y61                     | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES | OMD, Dubai             | UNITED ARAB EMIRATES |
| GONE IN 6 DAYS  | INFINITI OF ARABIAN AUTOMOBILES                | INFINITI'S AUTOMANIA TRADE-IN         | INITIATIVE MENA, Dubai *     | UNITED ARAB EMIRATES | INITIATIVE MENA, Dubai | UNITED ARAB EMIRATES |
| <b>A05 Financial Products &amp; Services, Commercial Public Services, B2B Products &amp; Services</b> |  |                                       |                              |                      |                        |                      |
| THE WOMAN BEHIND THE VEIL   | AL RAJHI BANK                                  | WOMEN'S CARD                          | FP7/RUH, Riyadh *            | SAUDI ARABIA         | FP7/RUH, Riyadh        | SAUDI ARABIA         |
| <b>A07 Corporate Social Responsibility</b>  |  |                                       |                              |                      |                        |                      |
| #SHEDRIVES  | NISSAN SAUDI ARABIA                            | INSTITUTIONAL                         | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES | OMD, Dubai             | UNITED ARAB EMIRATES |
| <b>A09 Charities &amp; Non-profit</b>   |  |                                       |                              |                      |                        |                      |
| BRIDAL UNIFORM  | UN WOMEN PAKISTAN                              | PUBLIC SERVICE                        | BBDO PAKISTAN, Lahore *      | PAKISTAN             |                        |                      |
| SKINS OF PEACE  | AMNESTY INTERNATIONAL                          | AMNESTY INTERNATIONAL                 | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES | OMD, Dubai             | UNITED ARAB EMIRATES |
| <b>B01 Use of Screens</b>   |  |                                       |                              |                      |                        |                      |
| RTA - SMART MOVES   | RTA  | S'HAIL                                | GEOMETRY GLOBAL, Dubai *     | UNITED ARAB EMIRATES | GEOMETRY GLOBAL, Dubai | UNITED ARAB EMIRATES |
| <b>B02 Use of Audio Platforms</b>   |  |                                       |                              |                      |                        |                      |
| AUDIO HUNTERS   | INFINITI                                       | INFINITI                              | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES |                        |                      |
| <b>B03 Use of Print</b>   |  |                                       |                              |                      |                        |                      |
| SKINS OF PEACE  | AMNESTY INTERNATIONAL                          | AMNESTY INTERNATIONAL                 | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES | OMD, Dubai             | UNITED ARAB EMIRATES |
| <b>B04 Use of Outdoor</b>   |  |                                       |                              |                      |                        |                      |
| THE WOMAN BEHIND THE VEIL   | AL RAJHI BANK                                  | WOMEN'S CARD                          | FP7/RUH, Riyadh *            | SAUDI ARABIA         | FP7/RUH, Riyadh        | SAUDI ARABIA         |
| <b>B05 Use of Ambient Media: Small Scale</b>  |  |                                       |                              |                      |                        |                      |
| LETOUTTHESOUR   | MARS WRIGLEY CONFECTIONARY                     | SKITTLES SOUR                         | MEDIACOM MENA, Dubai *       | UNITED ARAB EMIRATES | MEDIACOM MENA, Dubai   | UNITED ARAB EMIRATES |
| SKINS OF PEACE  | AMNESTY INTERNATIONAL                          | AMNESTY INTERNATIONAL                 | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES | OMD, Dubai             | UNITED ARAB EMIRATES |
| <b>B07 Use of Events</b>  |  |                                       |                              |                      |                        |                      |
| BRIDAL UNIFORM  | UN WOMEN PAKISTAN                              | PUBLIC SERVICE                        | BBDO PAKISTAN, Lahore *      | PAKISTAN             |                        |                      |
| <b>B08 Use of Stunts</b>  |  |                                       |                              |                      |                        |                      |
| KEFA SPARE PARTS  | AWR ARABIAN AUTOMOBILES                        | NISSAN GENUINE PARTS / SERVICE CENTER | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES | OMD, Dubai             | UNITED ARAB EMIRATES |
| BRIDAL UNIFORM  | UN WOMEN PAKISTAN                              | PUBLIC SERVICE                        | BBDO PAKISTAN, Lahore *      | PAKISTAN             |                        |                      |
| <b>B09 Use of Digital Platforms</b>   |  |                                       |                              |                      |                        |                      |
| THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY  | OMO  | "DIRT IS GOOD" RELAUNCH               | FP7/DXB, Dubai *             | UNITED ARAB EMIRATES | PHD, Dubai             | UNITED ARAB EMIRATES |
| <b>B10 Use of Mobile</b>  |  |                                       |                              |                      |                        |                      |
| BATTERY BUSTER  | CHEVROLET                                      | BOLT EV                               | COMMONWEALTH/McCANN, Dubai * | UNITED ARAB EMIRATES | CARAT, Dubai           | UNITED ARAB EMIRATES |
| <b>B11 Use of Social Platforms</b>  |  |                                       |                              |                      |                        |                      |
| SLOW TRENDS   | CONNECT  | CONNECT BOUNDLESS                     | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES |                        |                      |
| POLLS OF ADVENTURE  | NISSAN   | NISSAN PATROL Y61                     | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES | OMD, Dubai             | UNITED ARAB EMIRATES |
| #CHANGETHACLAP  | ASIA PACIFIC TRANSGENDER NETWORK               | N/A                                   | BBDO PAKISTAN, Lahore *      | PAKISTAN             | BBDO PAKISTAN, Lahore  | PAKISTAN             |
| <b>B12 Use of Technology</b>  |  |                                       |                              |                      |                        |                      |
| AUDIO HUNTERS   | INFINITI                                       | INFINITI                              | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES |                        |                      |
| <b>C03 Use of Branded Content created for Digital or Social Media</b>                                 |  |                                       |                              |                      |                        |                      |
| LETOUTTHESOUR   | MARS WRIGLEY CONFECTIONARY                     | SKITTLES SOUR                         | MEDIACOM MENA, Dubai *       | UNITED ARAB EMIRATES | MEDIACOM MENA, Dubai   | UNITED ARAB EMIRATES |
| SLOW TRENDS   | CONNECT  | CONNECT BOUNDLESS                     | TBWAIRAAD, Dubai *           | UNITED ARAB EMIRATES |                        |                      |
| THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY  | OMO  | "DIRT IS GOOD" RELAUNCH               | FP7/DXB, Dubai *             | UNITED ARAB EMIRATES | PHD, Dubai             | UNITED ARAB EMIRATES |
| <b>E01 Use of Integrated Media</b>  |  |                                       |                              |                      |                        |                      |
| ONE BOOK FOR PEACE  | INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA | INTERRELIGIOUS DIALOGUE               | Y&R DUBAI *                  | UNITED ARAB EMIRATES |                        |                      |
| <b>F01 Excellence in Media Insights &amp; Strategy</b>  |  |                                       |                              |                      |                        |                      |
| THE WOMAN BEHIND THE VEIL   | AL RAJHI BANK                                  | WOMEN'S CARD                          | FP7/RUH, Riyadh *            | SAUDI ARABIA         | FP7/RUH, Riyadh        | SAUDI ARABIA         |