

MEDIA WINNERS

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Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
Grand Prix						
THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	WOMEN'S CARD	FP7/RUH, Riyadh *	SAUDI ARABIA	FP7/RUH, Riyadh	SAUDI ARABIA
Gold						
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
SKINS OF PEACE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWAIRAAD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWAIRAAD, Dubai *	UNITED ARAB EMIRATES		
Silver						
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWAIRAAD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
LETOUTTHESOUR	MARS WRIGLEY CONFECTIONARY	SKITTLES SOUR	MEDIACOM MENA, Dubai *	UNITED ARAB EMIRATES	MEDIACOM MENA, Dubai	UNITED ARAB EMIRATES
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore *	PAKISTAN		
ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI *	UNITED ARAB EMIRATES		
Bronze						
RTA - SMART MOVES	RTA	S'HAIL	GEOMETRY GLOBAL, Dubai *	UNITED ARAB EMIRATES	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES
KEFA SPARE PARTS	AWR ARABIAN AUTOMOBILES	NISSAN GENUINE PARTS / SERVICE CENTER	TBWAIRAAD, Dubai *	UNITED ARAB EMIRATES	OMD, 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
BATTERY BUSTER	CHEVROLET	BOLT EV	COMMONWEALTH/McCANN, Dubai *	UNITED ARAB EMIRATES	CARAT, Dubai	UNITED ARAB EMIRATES
AUDIO HUNTERS	INFINITI	INFINITI	TBWAIRAAD, Dubai *	UNITED ARAB EMIRATES		
THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	WOMEN'S CARD	FP7/RUH, Riyadh *	SAUDI ARABIA	FP7/RUH, Riyadh	SAUDI ARABIA