

MOBILE SHORTLIST



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Activation by Location or Proximity				
THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	WOMEN'S CARD	FP7/RUH, Riyadh	SAUDI ARABIA
A04 Innovative Technology & Wearables				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
B02 Mobile Apps				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
B05 Mobile Advertising				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
C01 Integrated Mobile Campaigns				
PEPSI RAMADAN - THE AD YOU CAN'T WATCH ALONE!	PEPSICO	PEPSI COLA	IMPACT BBDO, Cairo	EGYPT
C03 Messaging Campaign				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES