

OUTDOOR SHORTLIST

SPONSORED BY



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 Drinks				
BOTTLE	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
CUP	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
A04 Durable Consumer Goods				
TANGLED KISS	VIVA BAHRAIN B.S.C.	BOSE WIRELESS HEADPHONES	MEMAC OGILVY, Manama	BAHRAIN
B04 Durable Consumer Goods				
TANGLED KISS	VIVA BAHRAIN B.S.C.	BOSE WIRELESS HEADPHONES	MEMAC OGILVY, Manama	BAHRAIN
B05 Cars & Automotive Products & Services				
AYAHUASCA	LAND ROVER	LAND ROVER	TBWA ISTANBUL	TURKEY
CARAMBOLA	LAND ROVER	LAND ROVER	TBWA ISTANBUL	TURKEY
B06 Retail, e-Commerce, Restaurants & Fast Food Chains				
COUCH	AL TAYER GROUP	HARVEY NICHOLS - DUBAI	SCIENCE & SUNSHINE, Dubai	UNITED ARAB EMIRATES
PILE	AL TAYER GROUP	HARVEY NICHOLS - DUBAI	SCIENCE & SUNSHINE, Dubai	UNITED ARAB EMIRATES
B11 Commercial Public Services				
PATIENT 1	CONNECT	CONNECT BOUNDLESS	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
PATIENT 2	CONNECT	CONNECT BOUNDLESS	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
B12 Corporate Image & Sponsorship				
PLANE	THE LEGO GROUP	CORPORATE IMAGE	GREY MENA, Dubai	UNITED ARAB EMIRATES
CAR	THE LEGO GROUP	CORPORATE IMAGE	GREY MENA, Dubai	UNITED ARAB EMIRATES
B14 Public Sector				
MOSAIC TILES	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI	UNITED ARAB EMIRATES
DOOR	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI	UNITED ARAB EMIRATES
CALLIGRAPHY	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI	UNITED ARAB EMIRATES
B15 Charities & Non-profit				
ATOM'S WEIGHT OF GOOD	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
BE KIND	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
COMPETE IN DOING GOOD	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
DO NOT DISPUTE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
THE REWARD OF GOODNESS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
LOVE FOR YOUR BROTHER	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
E02 Small Scale Special Solutions				
SKINS OF PEACE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
E03 Special Build				
EM KHALIL	BOU KHALIL SUPERMARKET	CORPORATE	J. WALTER THOMPSON BEIRUT	LEBANON
E04 Live Advertising & Events				
CAMELPOWER	NISSAN	DESERT LINEUP	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
E05 Interactive Outdoor Experiences				
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWA RAAD, Dubai	UNITED ARAB EMIRATES
F01 Integrated Campaign Led by Outdoor				
THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	WOMEN'S CARD	FP7/RUH, Riyadh	SAUDI ARABIA