

| Title   | Advertiser/Client                      | Product/Service         | Entrant Company              | 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 |
| <b>A02 Durable Consumer Goods, including Cars</b>   |  |                         |                              |                      |
| CAMELPOWER  | NISSAN                                 | DESERT LINEUP           | TBWA/IRAAD, Dubai            | UNITED ARAB EMIRATES |
| <b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>                                |  |                         |                              |                      |
| EM KHALIL   | BOU KHALIL SUPERMARKET                 | CORPORATE               | J. WALTER THOMPSON BEIRUT    | LEBANON              |
| <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         |
| <b>A06 Public Sector</b>  |  |                         |                              |                      |
| IMMUNITY CHARM  | MINISTRY OF PUBLIC HEALTH, AFGHANISTAN | THE IMMUNITY CHARM      | McCANN INDIA, Mumbai         | INDIA                |
| <b>A07 Charities &amp; Non-profit</b>   |  |                         |                              |                      |
| VOICE FOR ALAN  | UNHCR                                  | UNHCR - REFUGEE AID     | Y&R DUBAI                    | UNITED ARAB EMIRATES |
| BRIDAL UNIFORM  | UN WOMEN PAKISTAN                      | PUBLIC SERVICE          | BBDO PAKISTAN, Lahore        | PAKISTAN             |
| <b>B02 Business Citizenship / Corporate Responsibility</b>  |  |                         |                              |                      |
| EM KHALIL   | BOU KHALIL SUPERMARKET                 | CORPORATE               | J. WALTER THOMPSON BEIRUT    | LEBANON              |
| THE LIGHT PIN PROJECT   | UNILEVER                               | OMO                     | RÉPUBLIQUE, Beirut           | LEBANON              |
| <b>B05 Events &amp; Stunts</b>  |  |                         |                              |                      |
| BRIDAL UNIFORM  | UN WOMEN PAKISTAN                      | PUBLIC SERVICE          | BBDO PAKISTAN, Lahore        | PAKISTAN             |
| ELEGUNS   | PPM                                    | N/A                     | J. WALTER THOMPSON RIYADH    | SAUDI ARABIA         |
| <b>B07 Sponsorship &amp; Partnerships</b>   |  |                         |                              |                      |
| CAMELPOWER  | NISSAN                                 | DESERT LINEUP           | TBWA/IRAAD, Dubai            | UNITED ARAB EMIRATES |
| BRIDAL UNIFORM  | UN WOMEN PAKISTAN                      | PUBLIC SERVICE          | BBDO PAKISTAN, Lahore        | PAKISTAN             |
| <b>B08 Launch / Re-launch</b>   |  |                         |                              |                      |
| CAMELPOWER  | NISSAN                                 | DESERT LINEUP           | TBWA/IRAAD, Dubai            | UNITED ARAB EMIRATES |
| <b>B09 Brand Voice &amp; Strategic Storytelling</b>   |  |                         |                              |                      |
| POTATOES ON MARS  | CIP - THE INTERNATIONAL POTATO CENTER  | POTATOES                | MEMAC OGILVY & MATHER, 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 |
| <b>B10 Content-led Engagement &amp; Marketing</b>   |  |                         |                              |                      |
| #CHANGETHECLAP  | ASIA PACIFIC TRANSGENDER NETWORK       | N/A                     | BBDO PAKISTAN, Lahore        | PAKISTAN             |
| <b>C01 Use of Digital in a PR Campaign</b>  |  |                         |                              |                      |
| POTATOES ON MARS  | CIP - THE INTERNATIONAL POTATO CENTER  | POTATOES                | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| <b>C02 Use of Social in a PR Campaign</b>   |  |                         |                              |                      |
| SLOW TRENDS   | CONNECT                                | CONNECT BOUNDLESS       | TBWA/IRAAD, Dubai            | UNITED ARAB EMIRATES |
| #SHEDRIVES  | NISSAN SAUDI ARABIA                    | INSTITUTIONAL           | TBWA/IRAAD, 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 |
| <b>C03 Use of Technology</b>  |  |                         |                              |                      |
| POTATOES ON MARS  | CIP - THE INTERNATIONAL POTATO CENTER  | POTATOES                | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| <b>D01 Integrated Campaign led by PR</b>  |  |                         |                              |                      |
| NOT BEFORE 18   | RDFL                                   | AWARENESS CAMPAIGN      | J. WALTER THOMPSON BEIRUT    | LEBANON              |