

PRINT & PUBLISHING SHORTLIST



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 Drinks				
TRUCK	MCDONALD'S	MCCAFÉ	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
AIRPORT	MCDONALD'S	MCCAFÉ	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
A04 Durable Consumer Goods				
TANGLED KISS	VIVA BAHRAIN B.S.C.	BOSE WIRELESS HEADPHONES	MEMAC OGILVY, Manama	BAHRAIN
TANGLED MJ	VIVA BAHRAIN B.S.C.	BOSE WIRELESS HEADPHONES	MEMAC OGILVY, Manama	BAHRAIN
TANGLED SIA	VIVA BAHRAIN B.S.C.	BOSE WIRELESS HEADPHONES	MEMAC OGILVY, Manama	BAHRAIN
A05 Cars & Automotive Products & Services				
PEYOTE	LAND ROVER	LAND ROVER	TBWAISTANBUL	TURKEY
AYAHUASCA	LAND ROVER	LAND ROVER	TBWAISTANBUL	TURKEY
CARAMBOLA	LAND ROVER	LAND ROVER	TBWAISTANBUL	TURKEY
A06 Retail, e-Commerce, Restaurants & Fast Food Chains				
BIG MAC	MCDONALD'S	MCDELIVERY	DDB DUBAI	UNITED ARAB EMIRATES
A11 Commercial Public Services				
MOM SPAM	CONNECT	UNLIMITED REACH POSTPAID PLAN	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
LIFE COACH SPAM	CONNECT	UNLIMITED REACH POSTPAID PLAN	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
A12 Corporate Image & Sponsorship				
SHIP	THE LEGO GROUP	CORPORATE IMAGE	GREY MENA, Dubai	UNITED ARAB EMIRATES
CAR	THE LEGO GROUP	CORPORATE IMAGE	GREY MENA, Dubai	UNITED ARAB EMIRATES
PLANE	THE LEGO GROUP	CORPORATE IMAGE	GREY MENA, Dubai	UNITED ARAB EMIRATES
A15 Charities & Non-profit				
HEART	NOD LEBANON	ORGAN DONATION	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
LIVER	NOD LEBANON	ORGAN DONATION	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
KIDNEY	NOD LEBANON	ORGAN DONATION	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
B01 Use of Print & Publishing				
SKINS OF PEACE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
KNOWLEDGE IS BULLETPROOF	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN
C01 Original Print & Publishing				
ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI	UNITED ARAB EMIRATES
KNOWLEDGE IS BULLETPROOF	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN