

PROMO & ACTIVATION SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY	OMO	"DIRT IS GOOD" RELAUNCH	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A02 Durable Consumer Goods, including Cars				
CAMELPOWER	NISSAN	DESERT LINEUP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
A05 Financial Products & Services, Commercial Public Services, B2B Products & Services				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
A07 Corporate Social Responsibility				
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
A08 Public Sector				
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
A09 Charities & Non-profit				
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
REIMAGINE ZAHRA'S WORLD	UNHCR	PS BATTLE	OGILVYONE, Dubai	UNITED ARAB EMIRATES
B01 Use of Ambient Media: Small Scale				
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
SKINS OF PEACE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
B04 Use of Print or Outdoor				
SKINS OF PEACE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
C01 Guerrilla Marketing & Stunts				
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
D02 Use of Mobile				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
D03 Use of Social Platforms				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
E02 Sponsorship & Partnerships				
CAMELPOWER	NISSAN	DESERT LINEUP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
STING 'REMAKE THE BOXER'	PEPSICO.	STING ENERGY DRINK	BBDO PAKISTAN, Lahore	PAKISTAN
F01 Integrated Campaign led by Promo & Activation				
VODAFONE - MAKE IT RAIN	VODAFONE EGYPT	PRE-PAID TOP-UP CARD	J. WALTER THOMPSON CAIRO	EGYPT
F02 Low Budget / High Impact Campaign				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA