

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
COKE MIXED FANS	COCA-COLA	COKE	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES
A02 Durable Consumer Goods, including Cars				
Q 5-0	INFINITI	Q50	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
PREDICTIVE RADIO SPOTS	AWR ARABIAN AUTOMOBILE	NISSAN X-TRAIL WITH INTELLIGENT FORWARD COLLISION WARNING.	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A04 Media & Publications				
THE BLANK EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A05 Financial Products & Services, Commercial Public Services, B2B Products & Services				
SLOW FACE	CONNECT	CONNECT BOUNDLESS	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A07 Corporate Social Responsibility				
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE MISSING	MTV LEBANON	PUBLIC AWARENESS CAMPAIGN	TBWA\RAAD, Beirut	LEBANON
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
A09 Charities & Non-profit				
FUTURE REINA	CHILDREN'S CANCER CENTER OF LEBANON	CCCL	RÉPUBLIQUE, Beirut	LEBANON
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B02 Use of Ambient Media: Small Scale				
OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
COKE MIXED FANS	COCA-COLA	COKE	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES
FORGOTTEN TOY	GMC	AUTOMOTIVE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	MEDICAL PRESCRIPTION STICKERS FOR THE ILLITERATE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
B03 Use of Ambient Media: Large Scale				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B04 Use of Technology				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
C01 Use of Digital Platforms				
SECOND-HAND DOGS	K9 FRIENDS	TBC	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
C02 Use of Mobile				
LUCKY FACE	LA LIBANAISE DES JEUX	LOTTO	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
EVERY STEP COUNTS	EMIRATES NBD	THE FITNESS APP	FP7/DXB, Dubai	UNITED ARAB EMIRATES
C03 Use of Social Platforms				
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
YOUNG BRIDE	RDFL	RDFL	J. WALTER THOMPSON BEIRUT	LEBANON
REST AFTER FAME	IKEA, SAUDI ARABIA	TVEKSAM, EGG CUP	LEO BURNETT, Jeddah	SAUDI ARABIA
CARGO PASSENGER CLASS	FLYADEAL	FLYADEAL AIRLINE	77 MEDIA, Jeddah	SAUDI ARABIA
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
D01 Acquisitions & Retention				
LUCKY FACE	LA LIBANAISE DES JEUX	LOTTO	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
D02 Launch & Re-launch				
THE SPACESUIT COLLECTION	LANDMARK GROUP	CENTREPOINT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
Q 5-0	INFINITI	Q50	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
E01 Copywriting				
MUTILATED WORDS	28 TOO MANY	FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
E02 Art Direction / Design				
STOP DOWRYMONGERING	UN WOMEN	ANTI FORCED DOWRY	BBDO PAKISTAN, Lahore	PAKISTAN

TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
E03 Experience Design				
PURE TRASH - THE DISGRACEFUL ART SHOW	FOOD NOT TRASH	NGO	MULTIPLY MARKETING CONSULTANCY, Abu Dhabi	UNITED ARAB EMIRATES
F01 Integrated Campaign Led by Direct				
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
F02 Low Budget / High Impact Campaign				
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	MEDICAL PRESCRIPTION STICKERS FOR THE ILLITERATE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES