

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
CHANGE HAS A TASTE	COCA-COLA	COCA-COLA AND SAUDI WOMEN	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
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				
THE NATION THAT DIDN'T KNOW ITS ANTHEM	BYBLOS BANK	BYBLOS BANK BRAND CAMPAIGN	FP7/BEY, Beirut	LEBANON
A07 Charities & Non-profit				
YOUNG BRIDE	RDFL	RDFL	J. WALTER THOMPSON BEIRUT	LEBANON
CLASICO DOGS	K9 CENTRAL DOGS / SNIFF PET ADOPTION	PET ADOPTION	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON
#TEACHYOUALESSON	UNICEF LEBANON	NON-GOVERNMENTAL ORGANIZATION	LEO BURNETT BEIRUT	LEBANON
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B01 Corporate Communication & Reputation Management				
AKHOU NORA	SAUDI TELECOM COMPANY	FEMALE EMPOWERMENT	J. WALTER THOMPSON, Riyadh	SAUDI ARABIA
B02 Business Citizenship / Corporate Responsibility				
#POSTWISELY 'IF IT WERE YOUR PAIN. WOULD YOU SHARE IT?'	DU TELCO	DU TELECOM	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
B03 Business Citizenship / Environmental				
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B05 Events & Stunts				
THE SUN FLAME GRILLED WHOPPER	BURGER KING	BURGER KING	MEMAC OGILVY KUWAIT, Kuwait City	KUWAIT
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
STOP DOWRYMONGERING	UN WOMEN	ANTI FORCED DOWRY	BBDO PAKISTAN, Lahore	PAKISTAN
THE BLANK EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B06 Celebrity Endorsement				
2019 RESOLUTION: TIME TO GET IN TOUCH... FOR REAL	DHL	DHL EXPRESS	J. WALTER THOMPSON CAIRO	EGYPT
STOP DOWRYMONGERING	UN WOMEN	ANTI FORCED DOWRY	BBDO PAKISTAN, Lahore	PAKISTAN
B07 Sponsorship & Partnerships				
INTELLIGENT FOOTBALL	NISSAN	NISSAN INTELLIGENT MOBILITY / UEFA CHAMPION LEAGUE PARTNERSHIP	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B09 Brand Voice & Strategic Storytelling				
#TEACHYOUALESSON	UNICEF LEBANON	NON-GOVERNMENTAL ORGANIZATION	LEO BURNETT BEIRUT	LEBANON
THE BLANK EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B10 Content-led Engagement & Marketing				
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
C01 Use of Digital in a PR Campaign				
YOUNG BRIDE	RDFL	RDFL	J. WALTER THOMPSON BEIRUT	LEBANON
C02 Use of Social in a PR Campaign				
2019 RESOLUTION: TIME TO GET IN TOUCH... FOR REAL	DHL	DHL EXPRESS	J. WALTER THOMPSON CAIRO	EGYPT
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON
AKHOU NORA	SAUDI TELECOM COMPANY	FEMALE EMPOWERMENT	J. WALTER THOMPSON, Riyadh	SAUDI ARABIA
C03 Use of Technology				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES
D01 Integrated Campaign led by PR				
2019 RESOLUTION: TIME TO GET IN TOUCH... FOR REAL	DHL	DHL EXPRESS	J. WALTER THOMPSON CAIRO	EGYPT
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON
D02 Low Budget / High Impact Campaign				
REST AFTER FAME	IKEA, SAUDI ARABIA	TVEKSAM, EGG CUP	LEO BURNETT, Jeddah	SAUDI ARABIA
STUB SUGAR	ASTER CLINICS	DIABETES CHECK-UPS	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES