Brand Experience & ActivationShortlist 2020 / 2021





A03 Durable Consumer Goods including Automotive NOISE-O-METER BOSE A04 Travel, Leisure, Retail, Restaurants & Fast Food GOOGLE STREET FASHION SHOW MAJID AL FUTTAIM SELF-TIMING SOAP DELIVEROO SHIFT+K+F+C KFC BUY WITH YOUR TIME AL FUTTAIM IKEA A06 Consumer Services / Business to Business ASTRONOMICAL SALES MASTERCARD A07 Not-for-profit / Charity / Government \$4 A DAY UNITED NATIONS L THE CLASS OF NO TOMORROW UNICEF THE WORLD'S TALLEST DONATION BOX THE MOHAMMED B GLOBAL INITIATIVE PEACE CAMO THE LEBANESE AR #FIRSTARABICCOUNTDOW-N N A08 Corporate Social Responsibility (CSR) / Corpora INDIA DEGA AASHIRVAD KRBL LIMITED EQUALITY SPELL CHECK LENOVO B01 Use of Ambient Media: Small Scale SELF-TIMING SOAP DELIVEROO PROTECTSET MOBILY B02 Use of Ambient Media: Large Scale THE WORLD'S TALLEST DONATION BOX THE MOHAMMED B GLOBAL INITIATIVE B03 Use of Broadcast GIVE THE VOICE A BREAK KITKAT B04 Use of Print or Outdoor MCDONALD'S RAMADAN IFTAR SAND CLOCK MCDONALD'S THE NEW NATIONAL ANTHEM EDITION AN-NAHAR C01 Guerrilla Marketing & Stunts THE KING OF INTERNET CONNECT	rand	Product/Service	Entrant Company	Location
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HE CLASS OF NO TOMORROW UNICEF RT GAP STANDARD CHART C04 Competitions & Promotional Games REAM NUMBER LOTO LIBANAIS C05 Customer Retail / In-Store Experience RUY WITH YOUR TIME AL FUTTAIM IKEA C07 Customer Acquisition & Retention HIFT+K+F+C KFC STRONOMICAL SALES MASTERCARD C01 Touchpoint Technology & Tech-led Brand Experiouse- C00 ESTREET FASHION SHOW MAJID AL FUTTAIM HIFT+K+F+C KFC C02 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS LUY WITH YOUR TIME AL FUTTAIM IKEA	ENT MEDIA OFFICE	THE MARTIAN VISA	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
RT GAP STANDARD CHART 204 Competitions & Promotional Games REAM NUMBER LOTO LIBANAIS 205 Customer Retail / In-Store Experience LUY WITH YOUR TIME AL FUTTAIM IKEA 207 Customer Acquisition & Retention HIFT+K+F+C STRONOMICAL SALES MASTERCARD 201 Touchpoint Technology & Tech-led Brand Experiouse-Oise-O-METER BOSE COGLE STREET FASHION SHOW MAJID AL FUTTAIM HIFT+K+F+C MC2 202 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS LUY WITH YOUR TIME AL FUTTAIM IKEA				
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CO5 Customer Retail / In-Store Experience UY WITH YOUR TIME AL FUTTAIM IKEA CO7 Customer Acquisition & Retention HIFT+K+F+C KFC STRONOMICAL SALES MASTERCARD OO1 Touchpoint Technology & Tech-led Brand Experiouse-O-METER BOSE OOGLE STREET FASHION SHOW MAJID AL FUTTAIM HIFT+K+F+C KFC OO2 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS UY WITH YOUR TIME AL FUTTAIM IKEA				
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HIFT+K+F+C KFC STRONOMICAL SALES MASTERCARD 101 Touchpoint Technology & Tech-led Brand Expensions DISE-O-METER BOSE DOGLE STREET FASHION SHOW MAJID AL FUTTAIM HIFT+K+F+C KFC 102 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS JY WITH YOUR TIME AL FUTTAIM IKEA				
OT TOUCHPOINT TECHNOLOGY & TECH-IED BRAND EXPENDISE-O-METER BOSE DOGLE STREET FASHION SHOW MAJID AL FUTTAIM HIFT+K+F+C KFC O2 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS JY WITH YOUR TIME AL FUTTAIM IKEA		KFC	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
001 Touchpoint Technology & Tech-led Brand Experionse-O-METER BOSE DOGLE STREET FASHION SHOW MAJID AL FUTTAIM HIFT+K+F+C KFC 102 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS JY WITH YOUR TIME AL FUTTAIM IKEA				
DISE-O-METER BOSE DOGLE STREET FASHION SHOW MAJID AL FUTTAIM HIFT+K+F+C KFC 102 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS JY WITH YOUR TIME AL FUTTAIM IKEA		FINANCIAL	FP7 McCANN Dubai	UNITED ARAB EMIRATES
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HIFT+K+F+C KFC 102 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS UY WITH YOUR TIME AL FUTTAIM IKEA		BOSE NOISE CANCELLING HEADPHONES 700		UNITED ARAB EMIRATES
102 Use of Mobile & Devices REAM NUMBER LOTO LIBANAIS JY WITH YOUR TIME AL FUTTAIM IKEA	· CITY CENTRE	AUTUMN WINTER 2019	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
REAM NUMBER LOTO LIBANAIS JY WITH YOUR TIME AL FUTTAIM IKEA		KFC	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
JY WITH YOUR TIME AL FUTTAIM IKEA				
		LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
03 Use of Social & Digital Platforms		IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
IRSTARABICCOUNTDOW- THE UAE GOVERNI	ENT MEDIA OFFICE	EMIRATES MARS MISSION	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
02 Sponsorship & Brand Partnership				
ELF-TIMING SOAP DELIVEROO		DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES
IVE THE VOICE A BREAK KITKAT		KITKAT	PUBLICIS MIDDLE EAST Dubai	UNITED ARAB EMIRATES

Title	Brand	Product/Service	Entrant Company	Location
THE WORLD'S TALLEST DONATION BOX	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES Dubai	UNITED ARAB EMIRATES
HUNGER INSURANCE	SNICKERS	CHOCOLATE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
G01 Local Brand				
HAPPY ALPHABET	ETISALAT	TELECOMMUNICATIONS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
G04 Social Behaviour & Cultural In	nsight			
LONELY VALENTINE SPECIALS	YUM RESTAURANTS INTERNATIONAL - KFC	KFC	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
NO CEDAR. NO LEBANON.	LEBANESE BASKETBALL FEDERATION (FLB)	BASKETBALL FEDERATION	VMLY&R Dubai	UNITED ARAB EMIRATES
PROTECTSET	MOBILY	MOBILY ESPORTS	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
#FIRSTARABICCOUNTDOW- N	THE UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
BLOOD UNITY	DONNER SANG COMPTER (DSC)	ASHURA BLOOD DONATION DRIVE	FP7 McCANN Dubai	UNITED ARAB EMIRATES
FORGOTTEN NAMES	ETISALAT UAE	BRAND	IMPACT BBDO Dubai	UNITED ARAB EMIRATES