

Creative Effectiveness

Shortlist 2020 / 2021



Title	Brand	Product/Service	Entrant Company	Location
A01 Creative Effectiveness				
OMO TAG	UNILEVER LEVANT	OMO DETERGENT	TBWAIRAAD Dubai	UNITED ARAB EMIRATES
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY ACTIVATION	BABYSHOP Dubai	UNITED ARAB EMIRATES
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
A02 Creative Effectiveness for Good				
STOP DOWRYMONGERING	UN WOMEN	UN WOMEN	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
TOXIC FLAG	WASTE MANAGEMENT COALITION X GREENPEACE	ENVIRONMENT PROTECTION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
A05 Multi-Market Creative Effectiveness				
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY ACTIVATION	BABYSHOP Dubai	UNITED ARAB EMIRATES