

Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
A01 Fast Moving Consumer Goods						
HUNGER INSURANCE	SNICKERS	CHOCOLATE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai SOUNDS GREAT STUDIOS Dubai	UNITED ARAB EMIRATES
A03 Durable Consumer Goods including Automotive						
NOISE-O-METER	BOSE	BOSE NOISE CANCELLING HEADPHONES 700	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES	VOX HAUS Porto Alegre	BRAZIL
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
SKIPPABLE	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES	BLACK BOX ADVERTISING Dubai GOOD PEOPLE FILMS Cairo	UNITED ARAB EMIRATES EGYPT
SHIFT+K+F+C	KFC	KFC	TBWAIRAAD Dubai	UNITED ARAB EMIRATES		
WHO DID IT FIRST?	MCDONALD KSA	FAST FOOD CHAIN	LEO BURNETT Riyadh	SAUDI ARABIA	LEO BURNETT Riyadh	SAUDI ARABIA
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	THE GOLDMINE FILMS Dubai	UNITED ARAB EMIRATES
A06 Consumer Services / Business to Business						
DID YOU GET 5G?	SAUDI TELECOM COMPANY	5G	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA	TELFAZ11 Riyadh	SAUDI ARABIA
ASTRONOMICAL SALES	MASTERCARD	FINANCIAL	FP7 McCANN Dubai	UNITED ARAB EMIRATES	MANGO JAM STUDIO Dubai	UNITED ARAB EMIRATES
A07 Not-for-profit / Charity / Government						
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	THE CONFESSIONAL London	UNITED KINGDOM
#FIRSTARABICCOUNTDOWN	THE UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES		
ZIKRAYAT PLAYLIST	ALZHEIMER'S ASSOCIATION LEBANON	ZIKRAYAT PLAYLIST	CHEIL WORLDWIDE Dubai	UNITED ARAB EMIRATES	ANGHAMI Beirut	LEBANON
A08 Corporate Social Responsibility (CSR) / Corporate Image						
INSTAGUARD	KAFA	KAFA	TBWAIRAAD Dubai	UNITED ARAB EMIRATES		
B01 Websites / Microsites						
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	THE CONFESSIONAL London	UNITED KINGDOM
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES		
B02 Web Service / App						
SHIFT+K+F+C	KFC	KFC	TBWAIRAAD Dubai	UNITED ARAB EMIRATES		
C01 Online Ad						
EVERY DROP COUNTS	MIYAHUNA	WATER CONSERVATION CAMPAIGN	MEMAC OGILVY Amman	JORDAN		
D01 Social Video						
SPIDER	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES		
PIGEON	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES		
GEESE	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES		
THE BOOK THAT WILL CHANGE YOUR LIFE	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	HANZO FILMS Dubai OCEANA STUDIOS Dubai	UNITED ARAB EMIRATES
HOW TO CRASH A PARTY	CHEVROLET	CHEVROLET CAMARO	COMMONWEALTH//McCANN Dubai	UNITED ARAB EMIRATES	COMMONWEALTH//McCANN Dubai	UNITED ARAB EMIRATES
SECURE YOUR ACCOUNT	EMIRATES NBD	ANTI-PHISHING AWARENESS CAMPAIGN	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	DÉJÀVU Dubai	UNITED ARAB EMIRATES
THE MAN WHO COULDN'T HANDLE HIS HANDLE	SAUDI TELECOM COMPANY	NEW TWITTER HANDLE	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA	DÉJÀVU Beirut	LEBANON
D02 Interactive Video						

Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
PATROL FLIPPABLE AD	NISSAN MIDDLE EAST	NISSAN PATROL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	MEMOB+ Dubai	UNITED ARAB EMIRATES
D04 Brand / Product Video						
THIQAH E-COMMERCE - HORROR	THIQAH ECOMMERCE - MINISTRY OF COMMERCE AND INVESTMENT	SAUDI E-COMMERCE NEW LAWS	THIQAH BUSINESS SERVICES HQ Riyadh	SAUDI ARABIA	NOJARA PRODUCTIONS Cairo	EGYPT
E01 Social Business & Commerce						
ANOOSH COOKIES VIDEO	ANOOSH	ANOOSH COOKIES	HABBAR Dammam	SAUDI ARABIA	PILCROW CREATIVE HOUSE Jeddah	SAUDI ARABIA
HEBREW CARD	ABU DHABI INVESTMENT OFFICE (ADIO)	HEBREW CARD	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
BURJER KINJ	BURGER KING	BRAND CAMPAIGN	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA		
E02 Social Purpose						
#EVERYONESKINGDOM	MOBILY	MOBILY	MOBILY Riyadh	SAUDI ARABIA	DÉJÀVU Dubai	UNITED ARAB EMIRATES
#SAFETYFORSAFEKEEPER-S	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON	BLACKRHINO Beirut	LEBANON
MASHROU' LEILA 'LILWATAN'	SKEYES CENTER FOR MEDIA AND CULTURAL FREEDOM	FREEDOM OF EXPRESSION	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEBANON
THE KITCHEN IS FOR EVERYONE	GENERAL MILLS	BETTY CROCKER	VMLY&R Dubai	UNITED ARAB EMIRATES		
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	HOME CENTRE Dubai	UNITED ARAB EMIRATES	DÉJÀVU Dubai	UNITED ARAB EMIRATES
#FIRSTARABICCOUNTDOWN	THE UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES		
E03 Innovative Use of Social or Community						
#CREATEFORGOOD	TIKTOK	TIKTOK	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
GOOGLE STREET FASHION SHOW	MAJID AL FUTTAIM – CITY CENTRE	AUTUMN WINTER 2019	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES	MULLENLOWE MENA Dubai JACK MORTON WORLDWIDE Dubai SEE INSIDE GROUP Dubai	UNITED ARAB EMIRATES
INSTAGUARD	KAFA	KAFA	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
E04 Real-time Response						
DUREX EVERY DAY	DUREX	CONDOM	HAVAS Dubai	UNITED ARAB EMIRATES	HAVAS Dubai	UNITED ARAB EMIRATES
WHO DID IT FIRST?	MCDONALD KSA	FAST FOOD CHAIN	LEO BURNETT Riyadh	SAUDI ARABIA	LEO BURNETT Riyadh	SAUDI ARABIA
E05 Influencer / Talent						
#CREATEFORGOOD	TIKTOK	TIKTOK	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
#SAFETYFORSAFEKEEPER-S- BAKLAVA GOT LEGS	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEBANON
ANOOSH COOKIES VIDEO	ANOOSH	ANOOSH COOKIES	HABBAR Dammam	SAUDI ARABIA	PILCROW CREATIVE HOUSE Jeddah	SAUDI ARABIA
THE MAN WHO COULDN'T HANDLE HIS HANDLE	SAUDI TELECOM COMPANY	NEW TWITTER HANDLE	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA	DÉJÀVU Beirut	LEBANON
E06 Co-Creation & User Generated Content						
#CREATEFORGOOD	TIKTOK	TIKTOK	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
STORIES OF MECCA	ALMOFAER	RAMADAN 2020	FP7 McCANN RIYADH	SAUDI ARABIA	DÉJÀVU Dubai	UNITED ARAB EMIRATES
E07 Content Placement						
GOOGLE STREET FASHION SHOW	MAJID AL FUTTAIM – CITY CENTRE	AUTUMN WINTER 2019	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES	MULLENLOWE MENA Dubai JACK MORTON WORLDWIDE Dubai SEE INSIDE GROUP Dubai	UNITED ARAB EMIRATES
E08 Community Building & Management						
INSTAGUARD	KAFA	KAFA	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
G01 Tangible Tech						
PROTECTSET	MOBILY	MOBILY ESPORTS	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES	PIXEL PLUS MEDIA Dubai SONIDO ANTRO Miami JOY FILMS Dubai	UNITED ARAB EMIRATES USA

Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
G02 Spatial Tech						
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	THE CONFESSIONAL London	UNITED KINGDOM
H01 Integrated Campaign Led by Digital						
WRAP IT UP	MCDONALD'S MOROCCO	MC WRAP	TRIBAL WORLDWIDE Casablanca	MOROCCO	STA7 Casablanca	MOROCCO
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	THE CONFESSIONAL London	UNITED KINGDOM
SUMMER SAYS YAS	FARAH EXPERIENCES	YAS THEME PARKS	MOMENTUM MENA Dubai	UNITED ARAB EMIRATES	DEJÁVU Dubai	UNITED ARAB EMIRATES
HUNGER INSURANCE	SNICKERS	CHOCOLATE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai SOUNDS GREAT STUDIOS Dubai	UNITED ARAB EMIRATES
I01 User Experience (UX)						
SHIFT+K+F+C	KFC	KFC	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES		
I02 Overall Aesthetic Design						
MINIMAL	NISSAN MIDDLE EAST	NISSAN	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	BELIEVE Santiago	CHILE
I03 Storytelling						
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	THE GOLDMINE FILMS Dubai	UNITED ARAB EMIRATES
I04 Innovative Use of Technology						
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	THE GOLDMINE FILMS Dubai	UNITED ARAB EMIRATES
ASTRONOMICAL SALES	MASTERCARD	FINANCIAL	FP7 McCANN Dubai	UNITED ARAB EMIRATES	MANGO JAM STUDIO Dubai	UNITED ARAB EMIRATES
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	THE CONFESSIONAL London	UNITED KINGDOM