

Mobile

Shortlist 2020 / 2021

presented by




Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
A01 Activation by Location						
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	THE GOLDMINE FILMS Dubai	UNITED ARAB EMIRATES
A06 Data / Insight						
PAY CUT WHOPPER	BURGER KING	WHOPPER	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES	ASTEROIDE FILMS Curitiba CANJA DO BIGODE Parangaba	BRAZIL
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	THE GOLDMINE FILMS Dubai	UNITED ARAB EMIRATES
A07 Innovative use of Technology						
NOISE-O-METER	BOSE	BOSE NOISE CANCELLING HEADPHONES 700	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES	VOX HAUS Porto Alegre	BRAZIL
THE UNCOVERED	TUNISIE TELECOM	SOCIAL SECURITY SOLUTION	WUNDERMAN THOMPSON Tunis	TUNISIA	RED PROD Ariana	TUNISIA
INSTAGUARD	KAFA	KAFA	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
B01 Mobile Websites						
HUNGER INSURANCE	SNICKERS	CHOCOLATE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai SOUNDS GREAT STUDIOS Dubai	UNITED ARAB EMIRATES
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES		
B03 Social for Mobile						
#CREATEFORGOOD	TIKTOK	TIKTOK	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
INSTAGUARD	KAFA	KAFA	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
B05 Mobile Advertising						
POP-UP BOOKS	WHSMITH	CHILDRENS LITERATURE	FP7 McCANN Dubai	UNITED ARAB EMIRATES		