

SHORTLIST 2022

Film Craft



Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
A01 Direction						
BEYOND THE SURFACE	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES	LA COSA Dubai	UNITED ARAB EMIRATES
DRIVE2EXTREMES	PORSCHE	PORSCHE TAYCAN CROSS TURISMO	KEKO FZ-LLC Dubai	UNITED ARAB EMIRATES	KEKO FZ-LLC Dubai Stoked FZ LLC Dubai	UNITED ARAB EMIRATES
REWILD YOURSELF	JEEP MIDDLE EAST	WRANGLER RUBICON 392	SCIENCE & SUNSHINE Dubai	UNITED ARAB EMIRATES	DĚJÁVU Dubai	UNITED ARAB EMIRATES
ROLLING STONE: ROCKIN' MAMAS	ROLLING STONE MAGAZINE	ROLLING STONE MAGAZINE	GOOD PEOPLE FILMS Cairo	EGYPT	GOOD PEOPLE FILMS Cairo MOVIE MAGIC INTERNATIONAL Milan	EGYPT ITALY
IF YOU'RE INTO SOMETHING, YOU ARE INTO BOOKS	SHARJA BOOK AUTHORITY	SHARJA BOOK AUTHORITY	ELEPHANT Cairo	EGYPT	GOOD PEOPLE FILMS Cairo	EGYPT
A02 Script						
ROLLING STONE: ROCKIN' MAMAS	ROLLING STONE MAGAZINE	ROLLING STONE MAGAZINE	GOOD PEOPLE FILMS Cairo	EGYPT	GOOD PEOPLE FILMS Cairo MOVIE MAGIC INTERNATIONAL Milan	EGYPT ITALY
NBE BUS BRANCH	NATIONAL BANK OF EGYPT	BUS BRANCH	NATIONAL BANK OF EGYPT Cairo	EGYPT	GOOD PEOPLE FILMS Cairo	EGYPT
ORANGE AFCON WENSH	ORANGE EGYPT FOR TELECOMMUNICATIONS	AFCON- FOOTBALL PLAYERS	ORANGE TELECOMMUNICATIONS Cairo	EGYPT	KAY-OH PRODUCTIONS Giza	EGYPT
A03 Casting						
ROLLERCOASTER	MINISTRY OF HEALTH EGYPT	THE ADDICTION AND ABUSE FUND	MINISTRY OF SOCIAL SOLIDARITY/ADDICTION AND ABUSE FUND Giza	EGYPT	NEO PRODUCTIONS Cairo NEO PRODUCTIONS Cairo	EGYPT

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BEYOND THE SURFACE	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES	LA COSA Dubai	UNITED ARAB EMIRATES
A WINTER THROUGH MY EYES	UAE GOVERNMENT MEDIA OFFICE	WORLD'S COOLEST WINTER: UAE'S WINTER TOURISM CAMPAIGN	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES	DEJÁVU Dubai	UNITED ARAB EMIRATES
A04 Production Design / Art Direction						
V-HUB	VODAFONE EGYPT	V-HUB DIGITAL SOLUTIONS	WUNDERMAN THOMPSON Cairo	EGYPT	THE TALKIES Cairo	EGYPT
GO ALL IN	HARDEE'S ? AND US	HARDEE'S	? AND US Dubai	UNITED ARAB EMIRATES	BIG KAHUNA FILMS Dubai	UNITED ARAB EMIRATES
A05 Cinematography						
DRIVE2EXTREMES	PORSCHE	PORSCHE TAYCAN CROSS TURISMO	KEKO FZ-LLC Dubai	UNITED ARAB EMIRATES	KEKO FZ-LLC Dubai Stoked FZ LLC Dubai	UNITED ARAB EMIRATES
REWILD YOURSELF	JEEP MIDDLE EAST	WRANGLER RUBICON 392	SCIENCE & SUNSHINE Dubai	UNITED ARAB EMIRATES	DEJÁVU Dubai	UNITED ARAB EMIRATES
ROLLING STONE: ROCKIN' MAMAS	ROLLING STONE MAGAZINE	ROLLING STONE MAGAZINE	GOOD PEOPLE FILMS Cairo	EGYPT	GOOD PEOPLE FILMS Cairo MOVIE MAGIC INTERNATIONAL Milan	EGYPT ITALY
IF YOU'RE INTO SOMETHING, YOU ARE INTO BOOKS	SHARJA BOOK AUTHORITY	SHARJA BOOK AUTHORITY	ELEPHANT Cairo	EGYPT	GOOD PEOPLE FILMS Cairo	EGYPT
A06 Use of Original Music						
THE THREE PABLOS	VODAFONE EGYPT	VODAFONE PLUS	WUNDERMAN THOMPSON Cairo	EGYPT	GOOD PEOPLE FILMS Cairo	EGYPT
IKEA CHANGING MOMENTS	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	BIG KAHUNA FILMS Dubai	UNITED ARAB EMIRATES
A07 Use of Licensed / Adapted Music						
DRIVE2EXTREMES	PORSCHE	PORSCHE TAYCAN CROSS TURISMO	KEKO FZ-LLC Dubai	UNITED ARAB EMIRATES	KEKO FZ-LLC Dubai Stoked FZ LLC Dubai	UNITED ARAB EMIRATES
A08 Achivement in Production						

Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
MADE TO CHANGE	NEOM	NEOM	JOY FILMS Dubai	UNITED ARAB EMIRATES	JOY FILMS Dubai	UNITED ARAB EMIRATES
B01 Editing						
DRIVE2EXTREMES	PORSCHE	PORSCHE TAYCAN CROSS TURISMO	KEKO FZ-LLC Dubai	UNITED ARAB EMIRATES	KEKO FZ-LLC Dubai Stoked FZ LLC Dubai	UNITED ARAB EMIRATES
REWILD YOURSELF	JEEP MIDDLE EAST	WRANGLER RUBICON 392	SCIENCE & SUNSHINE Dubai	UNITED ARAB EMIRATES	DÉJÀVU Dubai	UNITED ARAB EMIRATES
BREAK FREE	SAMSUNG	GALAXY Z FOLD3	LEO BURNETT Dubai	UNITED ARAB EMIRATES	GOOD PEOPLE FILMS Cairo	EGYPT
B03 Sound Design						
ONE HELL OF A RIDE	MINISTRY OF HEALTH EGYPT	THE ADDICTION AND ABUSE FUND	MINISTRY OF SOCIAL SOLIDARITY/ADDICTION AND ABUSE FUND Giza	EGYPT	NEO PRODUCTIONS Cairo NEO PRODUCTIONS Cairo	EGYPT
B04 Animation						
MAJD AND THE LIBRARIAN	AL ETIHAD CREDIT BUREAU	CREDIT BUREAU	SERVICEPLAN MIDDLE EAST Dubai	UNITED ARAB EMIRATES	HANZO FILMS Dubai VULTURE HEAD STUDIO Istambul	UNITED ARAB EMIRATES TURKEY
B05 Visual Effects						
JEELNA	ZAIN JORDAN	ZAIN JEELNA PLATFORM	ADPRO COMMUNICATIONS Amman	JORDAN	GOOD PEOPLE FILMS Cairo	EGYPT