

SHORTLIST 2022

Outdoor



Title	Brand	Product/Service	Entrant Company	Location
A01 Consumer Goods				
ADAPTIVE LED HEADLIGHTS	MINI	MINI	SERVICEPLAN MIDDLE EAST Dubai	UNITED ARAB EMIRATES
PARK DISTANCE CONTROL	MINI	MINI	SERVICEPLAN MIDDLE EAST Dubai	UNITED ARAB EMIRATES
LIVING ROOM	IKEA	IKEA SALE	LEO BURNETT Riyadh	SAUDI ARABIA
DINING ROOM	IKEA	IKEA SALE	LEO BURNETT Riyadh	SAUDI ARABIA
B01 Consumer Goods				
LIVING ROOM	IKEA	IKEA SALE	LEO BURNETT Riyadh	SAUDI ARABIA
DINING ROOM	IKEA	IKEA SALE	LEO BURNETT Riyadh	SAUDI ARABIA
GYM ROOM	TOYOTA	LAND CRUISER	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
OFFICE ROOM	TOYOTA	LAND CRUISER	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
ENTERTAINMENT ROOM	TOYOTA	LAND CRUISER	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
B02 Healthcare				
NOT SLACKING	TECOM GROUP / DUBAI SCIENCE PARK	DUBAI SCIENCE PARK	SERVICEPLAN MIDDLE EAST Dubai	UNITED ARAB EMIRATES
NOT LAZINESS	TECOM GROUP / DUBAI SCIENCE PARK	DUBAI SCIENCE PARK	SERVICEPLAN MIDDLE EAST Dubai	UNITED ARAB EMIRATES
B05 Consumer Services / Business to Business				
N°13	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES
D01 Displays				
#WEAREUNBREAKABLE	MTV LEBANON	MTV	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
D03 Special Build				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
#WEAREUNBREAKABLE	MTV LEBANON	MTV	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES

Title	Brand	Product/Service	Entrant Company	Location
D04 Live Advertising & Events				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
D05 Interactive / Immersive Experiences				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
E02 Ambient Outdoor				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
E03 Technology				
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
F01 Local Brand				
MEET SARHA	STC	5G NETWORK	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
F04 Social Behaviour & Cultural Insight				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES