



Title	Brand	Product/Service	Entrant Company	Location
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
SHIFT+K+F+C	KFC	KFC	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	FP7 McCANN Dubai	UNITED ARAB EMIRATES
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
A04 Media / Entertainment				
THE NEW NATIONAL ANTHEM EDITION	ANNAHAR	ANNAHAR NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
A05 Consumer Services / Business to Business				
THE KING OF INTERNET	CONNECT	CONNECT INTERNET SERVICES	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
#EVERYONE'SKINGDOM	MOBILY	MOBILY	M&C SAATCHI Dubai	UNITED ARAB EMIRATES
A06 Not-for-profit / Charity / Government				
BLOOD UNITY	DONNER SANG COMPTER	ASHURA	FP7 McCANN Dubai	UNITED ARAB EMIRATES
B01 Single Market				
AS FAR AS WE GO	ALMOSAIFER	RAMADAN POV	FP7 McCANN Dubai	UNITED ARAB EMIRATES
B03 Creative Effectiveness for Good				
BLOOD UNITY	DONNER SANG COMPTER	ASHURA	FP7 McCANN Dubai	UNITED ARAB EMIRATES
C02 Acquisition & Retention				
SHIFT+K+F+C	KFC	KFC	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
C03 Real-time Response				

Title	Brand	Product/Service	Entrant Company	Location
ASTRONOMICAL SALES	MASTERCARD	FESTIVE SEASON ACQUISITION	FP7 McCANN Dubai	UNITED ARAB EMIRATES
C05 Collaboration				
BLOOD UNITY	DONNER SANG COMPTER	ASHURA	FP7 McCANN Dubai	UNITED ARAB EMIRATES
C06 Breakthrough on a Budget				
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	FP7 McCANN Dubai	UNITED ARAB EMIRATES
THE KING OF INTERNET	CONNECT	CONNECT INTERNET SERVICES	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
C07 Challenger Brand				
AS FAR AS WE GO	ALMOSAFER	RAMADAN POV	FP7 McCANN Dubai	UNITED ARAB EMIRATES
C08 Market Disruption				
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES