



Title	Brand	Product/Service	Entrant Company	Location
A01 Consumer Goods				
PASTA ASSASSINS	LIAMO	LIAMO PASTA	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
DON'T SLEEP ON IT	IKEA	BREAST CANCER AWARENESS - CUSHION	LEO BURNETT Riyadh	SAUDI ARABIA
A02 Healthcare				
DESPAIR NO MORE	TENA	TENA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
CHICKENSTOCK	KFC	KFC	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
A05 Consumer Services / Business to Business				
FEMININE ARABIC	TWITTER	TWITTER	VMLY&R COMMERCE MENA Dubai	UNITED ARAB EMIRATES
A06 Not-for-profit / Charity / Government				
ABAAD #PRIORITYTOO	GENDER EQUALITY NGO	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	LEO BURNETT Beirut	LEBANON
DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
B01 Mailing				
THE LAST POSSESSIONS	SAVE THE CHILDREN	SAVE THE CHILDREN CHARITY	VMLY&R Dubai	UNITED ARAB EMIRATES
B02 Use of Ambient Media: Small Scale				
THE DONATION PLATE	MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE 100 MILLION MEALS INITIATIVE	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
B03 Use of Ambient Media: Large Scale				
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
B04 Use of Broadcast				
#THEMISSINGPEACE	UN WOMEN LEBANON	WOMEN'S RIGHTS NGO	LEO BURNETT Beirut	LEBANON

Title	Brand	Product/Service	Entrant Company	Location
#WEAREUNBREAKABLE	MTV LEBANON	MTV	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
STUCK	DUBAI SCIENCE PARK	PARALYSIS AWARENESS	TECOM GROUP - DUBAI SCIENCE PARK	UNITED ARAB EMIRATES
B05 Use of Print / Outdoor				
#THEMISSINGPEACE	UN WOMEN LEBANON	WOMEN'S RIGHTS NGO	LEO BURNETT Beirut	LEBANON
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
B06 Use of Technology				
THE WIDER WEB	ETISALAT	ETISALAT	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
C01 Use of Social / Digital Platforms				
#THEMISSINGPEACE	UN WOMEN LEBANON	WOMEN'S RIGHTS NGO	LEO BURNETT Beirut	LEBANON
HOW TO GROW RICH DURING THE PANDEMIC	EMIRATES NBD	PUBLIC SERVICE AWARENESS	LEO BURNETT Dubai	UNITED ARAB EMIRATES
FEMININE ARABIC	TWITTER	TWITTER	VMLY&R COMMERCE MENA Dubai	UNITED ARAB EMIRATES
G01 Local Brand				
THE ELECTIONS EDITION	AN NAHAR	AN NAHAR NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
G04 Social Behaviour & Cultural Insight				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
PASTA ASSASSINS	LIAMO	LIAMO PASTA	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
CHICKENSTOCK	KFC	KFC	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
ABU BENTI	MAX FASHION	MAX FASHION	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
DESPAIR NO MORE	TENA	TENA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
G06 Corporate Purpose & Social Responsibility				
#WEAREUNBREAKABLE	MTV LEBANON	MTV	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
THE WIDER WEB	ETISALAT	ETISALAT	IMPACT BBDO Dubai	UNITED ARAB EMIRATES