Dubai Lynx 2008 Direct Shortlist

Category sponsor

xerox

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
A01 Corporate Information				
SCHOOL PHOTO	CLASSIC PARTNERSHIP ADVERTISING	ADVERTISING AGENCY	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES
THE AWAKENING	GALADARI GROUP	CORPORATE GROUP	PIRANA Dubai	UNITED ARAB EMIRATES
WITHIN THE PAGES	DUBAI CHAMBER OF COMMERCE AND INDUSTRY	CHAMBER OF COMMERCE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
THE PERSONAL INTRODUCTION	MICROSOFT	COMPUTER HARDWARE AND SOFTWARE/EVENT	WUNDERMAN Dubai	UNITED ARAB EMIRATES
FRESHEN UP AND BRUSH UP	MICROSOFT	COMPUTER HARDWARE AND SOFTWARE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
THE INDISPENSABLE HERO	MICROSOFT	COMPUTER HARDWARE AND SOFTWARE/LAUNCH EVENT	WUNDERMAN Dubai	UNITED ARAB EMIRATES
A GLOBE TROTTING PARTY	DUBAI INTERNATIONAL FINANCIAL CENTRE	FINANCE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
A02 Consumer Products				
BABY ON BOARD	MERCEDES - GARGASH ENTERPRISES	MERCEDES BENZ GL CLASS	JWT DUBAI	UNITED ARAB EMIRATES
PRESCRIPTION FOR DOCTORS	BANKMUSCAT	HOME FINANCE	DDB OMAN Muscat	OMAN
WE KNOW WHO YOU ARE	DUBAI FIRST	CREDIT CARDS	BATES PANGULF Dubai	UNITED ARAB EMIRATES
STRONG SMILES	P&G	CREST	SAATCHI & SAATCHI Dubai	UNITED ARAB EMIRATES
A03 Consumer Services				
MUSCLES	GOLD'S GYM	GOLD'S GYM	FP7 DOHA	QATAR
CHILDHOOD DREAM	HSBC	AMANAH HOME LOAN	JWT DUBAI	UNITED ARAB EMIRATES
BARK	AIG MEMSA	INSURANCE	JWT DUBAI	UNITED ARAB EMIRATES
ANTIQUE	AIG MEMSA	INSURANCE	JWT DUBAI	UNITED ARAB EMIRATES
RIP	BOECKER PUBLIC HEALTH	PEST CONTROL	JWT DUBAI	UNITED ARAB EMIRATES
HONEY, THEY SHRUNK THE INTEREST	STANDARD CHARTERED BANK	MORTGAGE ONE	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
THREE STRIKES AND YOU'RE DONE	MICROSOFT	COMPUTER SOFTWARE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
START SAVING EARLY	CITIBANK	BANKING	WUNDERMAN Dubai	UNITED ARAB EMIRATES
A04 Business Products & Services				
SWISS KNIFE	XEROX	XEROX PAPER	FP7 DOHA	QATAR
PACKING BOX	MONSTER.COM	ONLINE RECRUITMENT AGENCY	JWT DUBAI	UNITED ARAB EMIRATES
DHL CHINA SOURCING FAIR	DHL	CONSUMER SERVICE	OCTOPUS Dubai	UNITED ARAB EMIRATES
LONELY NO MORE	MICROSOFT	COMPUTER HARDWARE AND SOFTWARE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
NO MORE BARRIERS	MICROSOFT	BUSINESS SOFTWARE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
A05 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health&Safety				
12 DAYS OF CHRISTMAS	HEPP. ATTITUDE POSITIVE	HEPP. ATTITUDE POSITIVE	JWT Beirut	LEBANON
BEAUTY KIT	CITY OF HOPE	WOMEN'S SHELTER	JWT DUBAI	UNITED ARAB EMIRATES
365 DAYS OF SUMMER	GREENPEACE LEBANON	GLOBAL WARMING AWARENESS	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
SAVE GAZA	MERCY INTERNATIONAL ORGANIZATION (CHARITABLE ORGANIZATION)	DIRECT MAILERS	P&A ADVERTISING AND MARKETING Kuwait City	KUWAIT
LOST DOG PROMOTION	EXPATPETFINDER.COM	EXPATPETFINDER.COM	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES
'OPEN YOUR EYES'	BURJUMAN	SHOPPING MALL/BREAST CANCER AWARENESS	WUNDERMAN Dubai	UNITED ARAB EMIRATES
B01 Mailings				
HANDSHAKE	GENERAL MOTORS	HUMMER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
ICE BREAKERS	GENERAL MOTORS	SAAB	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
BARK	AIG MEMSA	INSURANCE	JWT DUBAI	UNITED ARAB EMIRATES
SMALLEST GREETING CARD	NOBLE ADVERTISING	ADVERTISING AGENCY	NOBLE ADVERTISING Dubai	UNITED ARAB EMIRATES
RIP	BOECKER PUBLIC HEALTH	PEST CONTROL	JWT DUBAI	UNITED ARAB EMIRATES
PIZZA BOX	E-COSI PIZZA	EXTRA THIN PIZZA	JWT TUNISIA Tunis	TUNISIA
THREE STRIKES AND YOU'RE	MICROSOFT	COMPUTER SOFTWARE	WUNDERMAN Dubai	UNITED ARAB EMIRATES

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B02 Point of Purchase Displays				
SOFT SPEED BUMP	VOLVO CARS	VOLVO	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES
START SAVING EARLY	CITIBANK	BANKING	WUNDERMAN Dubai	UNITED ARAB EMIRATES
B03 Premiums & Giveaways				
CRUMPLE ZONES	GARGASH	MERCEDES - BENZ	JWT DUBAI	UNITED ARAB EMIRATES
MIRROR	XEROX	PRINTING & PHOTOCOPYING	NOBLE ADVERTISING Dubai	UNITED ARAB EMIRATES
THE CHAMPION CUP COASTER	MILO CHOCOLATE MALT POWDER	MILO	JWT Damascus	SYRIA
3D BROCHURE	KUWAIT COMMERCIAL MARKETS COMPLEX(KCMCC)	AL MAQAM TOWER PROJECT	FORTUNE PROMOSEVEN KUWAIT Safat	KUWAIT
LONELY NO MORE	MICROSOFT	COMPUTER HARDWARE AND SOFTWARE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
B04 Company Literature				
SWIMMING POOL	CHRIS ARRAN	SWIMMING INSTRUCTOR	JWT DUBAI	UNITED ARAB EMIRATES
BAND-AID	MBC ACTION	TV CHANNEL	JWT DUBAI	UNITED ARAB EMIRATES
PAINTING	BMG FOUNDATION	ARTALIVE BRIDGES COMPETITION	IMPACT PROXIMITY Jeddah	SAUDI ARABIA
BEFORE AFTER STATIONERY	BEFORE AFTER IMAGE RETOUCHERS	IMAGE RETOUCHERS	PIRANA Dubai	UNITED ARAB EMIRATES
WITHIN THE PAGES	DUBAI CHAMBER OF COMMERCE AND INDUSTRY	CHAMBER OF COMMERCE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
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