Dubai Lynx 2008 Media Shortlist



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
A01 Best Use of Television/Cinema				
RIGHT PLACE RIGHT TIME	WRIGLEY'S	EXTRA CHEWING GUM	OMD Dubai	UNITED ARAB EMIRATES
LIVE THE DVD EXPERIENCE	NISSAN MIDDLE EAST	PATHFINDER	OMD Dubai	UNITED ARAB EMIRATES
HAYKHALLASOO	AUJAN INDUSTRIES	VIMTO	INITIATIVE Dubai	UNITED ARAB EMIRATES
A02 Best Use of Magazines/Newspapers				
CALCIUM FORTIFIED PAGE	KELLOGG'S	COCO POPS	OMD Dubai	UNITED ARAB EMIRATES
INSTANT MOBILITY	MOBILY	CONNECT CARD	OMD Dubai	UNITED ARAB EMIRATES
PISA TOWER	MINISTRY OF PUBLIC HEALTH	OSTEOPOROSIS PREVENTION	LEO BURNETT BEIRUT	LEBANON
A03 Best Use of Standard Outdoor				
TAKE A DIFFERENT TRACK	RENAULT	DACIA LOGAN	JWT CASABLANCA	MOROCCO
NATURAL COLORS CHANGE	PROCTER & GAMBLE	KOLESTON NATURALS	LEO BURNETT BEIRUT	LEBANON
A MALL JOURNEY	DU	MALLS SERVICES	OMD Dubai	UNITED ARAB EMIRATES
A04 Best Use of Ambient: Small Scale				
KEEP IT CONFIDENTIAL	EFG-HERMES	EFG-HERMES CONFIDENTIALITY	EXPRESSION MARKETING & INTEGRATED COMMUNICATIONS Dubai	UNITED ARAB EMIRATES
LOST DOG	EXPATPETFINDER.COM	EXPATPETFINDER.COM	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES
STIRRER	SAFE DRIVER	ANTI-DRINK DRIVING	JWT DUBAI	UNITED ARAB EMIRATES
WATERMARK	DARYL PATNI	WWW.DARYLSTOCK.COM	JWT DUBAI	UNITED ARAB EMIRATES
FRIED EGG	ACCOR HOSPITALITY	SOFITEL, ACCOR + IBIS HOTELS	JWT DUBAI	UNITED ARAB EMIRATES
A05 Best Use of Ambient: Large Scale				
PLECTRUM	TONY FERNANDES	GUITAR LESSONS	THE TRIBE Dubai	UNITED ARAB EMIRATES
THE SOFT SPEED BUMP STUNT	VOLVO CARS	VOLVO	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES
TRUCK STICKERS	VODAFONE EGYPT	ROAD SAFETY AWARENESS	JWT CAIRO	EGYPT
PRISON CELL	WITNESS AGAINST TORTURE	HUMAN RIGHTS ORGANIZATION	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
A06 Best Use of Special Events/Stunts/Live Advertising				
MOBINIL AQALEEM MOULED	MOBINIL ORASCOM TELECOM PROVIDER	ORASCOM TELECOM PROVIDER	UNIVERSAL MEDIA SEVEN Dubai	UNITED ARAB EMIRATES
LONELY NO MORE	MICROSOFT	COMPUTER SOFTWARE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
OPEN YOUR EYES	BURJUMAN	SHOPPING MALL/BREAST CANCER AWARENESS	WUNDERMAN Dubai	UNITED ARAB EMIRATES
A07 Best Use of the Internet/New Media inc mobile phones				
ON DEVICE PORTAL	DUBAI SUMMER SURPRISES	DSS 2007	OMD Dubai	UNITED ARAB EMIRATES
THE TALE OF A REVOLUTIONARY	NANDOS	RESTAURANT	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
SEGRETO TEXT	JUMEIRAH BEACH HOTEL	RESTAURANT	FACE TO FACE Dubai	UNITED ARAB EMIRATES
THE GAME OF TAG	BARCLAYS BANK	BARCLAYS MOBILE MORTGAGES	OMD DIGITAL Dubai	UNITED ARAB EMIRATES
PEPSI'S STARS GET PERSONAL	PEPSI CO	PEPSI MOVIE	OMD DIGITAL Dubai	UNITED ARAB EMIRATES
B01 Best Use of Mixed Media				
TAKING X GAMES TO THE XTREME	PEPSICO INTERNATIONAL	MOUNTAIN DEW	OMD Dubai	UNITED ARAB EMIRATES
BALLOON ACTIVATION	UNILEVER MASHREQ FOR HOME CARE	LUX BARS	JWT CAIRO	EGYPT
PAMPERS' 360	PROCTER & GAMBLE	DIAPER	STARCOM MEDIAVEST GROUP Dubai	UNITED ARAB EMIRATES