Dubai Lynx 2008 Outdoor Shortlist

Category sponsor

KASSAB MEDIA MARKETING
WE KNOW OUTDOOR

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
A01 Foods				
VIRGIN	BERTOLLI / UNILEVER ARABIA	OLIVE OIL	JWT DUBAI	UNITED ARAB EMIRATES
PRAM	NESTLÉ	KIT KAT	JWT DUBAI	UNITED ARAB EMIRATES
MOUSETRAP	KRAFT	CHEESE	JWT DUBAI	UNITED ARAB EMIRATES
ESKIMOS	NESTLÉ	SMARTIES	JWT DUBAI	UNITED ARAB EMIRATES
CAMPFIRE	NESTLÉ	SMARTIES	JWT DUBAI	UNITED ARAB EMIRATES
HALLS AC	CADBURY	HALLS	JWT CASABLANCA	MOROCCO
A02 Drinks				
AIR FRESHENER	LIPTON / UNILEVER	EARL GREY TEA	JWT DUBAI	UNITED ARAB EMIRATES
150 YEARS	CHATEAU KSARA	WINE	LEO BURNETT BEIRUT	LEBANON
THE DRAWER	PEPSICO INTERNATIONAL	PEPSI	IMPACT BBDO Beirut	LEBANON
THE LIDS	PEPSICO INTERNATIONAL	PEPSI	IMPACT BBDO Beirut	LEBANON
A03 Household, Home Appliances & Furnishings, Home Electronics & Audio-Visual				
USA ARMY VS. TALIBAN	BAYER	BAYER ADVANCED - PLANT FOOD	FP7 DOHA	QATAR
KIDNAPER VS. POLICE	BAYER	BAYER ADVANCED - PLANT FOOD	FP7 DOHA	QATAR
BACK PACKER VS. TIGER	BAYER	BAYER ADVANCED - PLANT FOOD	FP7 DOHA	QATAR
MOUSE HOLE 1	MORTEIN	RAT KILL CAKE	FP7 DOHA	QATAR
MOUSE HOLE 2	MORTEIN	RAT KILL CAKE	FP7 DOHA	QATAR
MOUSE HOLE 3	MORTEIN	RAT KILL CAKE	FP7 DOHA	QATAR
PYTHON EYE	CANON	CAMERAS	GREY WORLDWIDE Dubai	UNITED ARAB EMIRATES
SNAIL	LG ELECTRONICS	CAMERA PHONE	TEAM/Y&R Dubai	UNITED ARAB EMIRATES
A04 Cosmetics & Beauty, Toiletries & OTC Pharmacy				
THE RING	JOHNSON & JOHNSON	BAND-AID	JWT DUBAI	UNITED ARAB EMIRATES
BABY SOFT	UNILEVER	LUX HAND WASH	JWT DUBAI	UNITED ARAB EMIRATES
BLOWING BUBBLES	UNILEVER	AXE SHOWER GEL	LOWE MENA Dubai	UNITED ARAB EMIRATES
NATURAL COLORS CHANGE	PROCTER & GAMBLE	KOLESTON NATURALS	LEO BURNETT BEIRUT	LEBANON
BOUNCER	P&G	OLAY TOTAL EFFECTS	SAATCHI & SAATCHI Dubai	UNITED ARAB EMIRATES
COP	P&G	OLAY TOTAL EFFECTS	SAATCHI & SAATCHI Dubai	UNITED ARAB EMIRATES
IMMIGRATION	P&G	OLAY TOTAL EFFECTS	SAATCHI & SAATCHI Dubai	UNITED ARAB EMIRATES
53?	P&G	OLAY TOTAL EFFECTS	SAATCHI & SAATCHI Dubai	UNITED ARAB EMIRATES
31?	P&G	OLAY TOTAL EFFECTS	SAATCHI & SAATCHI Dubai	UNITED ARAB EMIRATES
A05 Clothing, Footwear & Accessories				
BRA	GULF MODE GARMENTS TRADING LLC	K-LYNN LINGERIE	JWT DUBAI	UNITED ARAB EMIRATES
STRING	GULF MODE GARMENTS TRADING LLC	K-LYNN LINGERIE	JWT DUBAI	UNITED ARAB EMIRATES
PANTY	GULF MODE GARMENTS TRADING LLC	K-LYNN LINGERIE	JWT DUBAI	UNITED ARAB EMIRATES
REAL BEAUTY	NICOLA FINETTI	FASHION DESIGNER	JWT DUBAI	UNITED ARAB EMIRATES
RED DRESS	NICOLA FINETTI	FASHION DESIGNER	JWT DUBAI	UNITED ARAB EMIRATES
ROOT OF ALL EVIL	NICOLA FINETTI	FASHION DESIGNER	JWT DUBAI	UNITED ARAB EMIRATES
A06 Miscellaneous				
ZEBRA HERD	NBKT CO. - NESTLÉ PURINA	FRISKIES CAT FOOD	FP7 DOHA	QATAR
DEER HERD	NBKT CO. - NESTLÉ PURINA	FRISKIES CAT FOOD	FP7 DOHA	QATAR
POOL	NBKT CO. - NESTLÉ PURINA	PURINA PUPPY CHOW	FP7 DOHA	QATAR
DOMINO	NBKT CO. - NESTLÉ PURINA	PURINA DOG CHOW	FP7 DOHA	QATAR
WIND PROOF 1	ZIPPO	ZIPPO LIGHTER	FP7 DOHA	QATAR
EXTRA STRONG	BERKELEY	FISHING LINE	GREY WORLDWIDE Dubai	UNITED ARAB EMIRATES
A07 Cars & Automotive Services				
CLEANER	FORD DOHA - AL MANA	FORD EXPEDITION	FP7 DOHA	QATAR

	MOTORS CO.			
COP	FORD DOHA - AL MANA MOTORS CO.	FORD EXPEDITION	FP7 DOHA	QATAR
BELL BOY	FORD DOHA - AL MANA MOTORS CO.	FORD FUSION	FP7 DOHA	QATAR
YELLOW	BMW MINI DOHA - AL FARDAN MOTORS	MINI COOPER	FP7 DOHA	QATAR
NEW	GARGASH ENTERPRSES	MERCEDES BENZ	JWT DUBAI	UNITED ARAB EMIRATES
DOOR	GARGASH ENTERPRISES	MERCEDES BENZ	JWT DUBAI	UNITED ARAB EMIRATES
DRESS	GARGASH ENTERPRISES	MERCEDES BENZ	JWT DUBAI	UNITED ARAB EMIRATES
BABY ON BOARD	GARGASH ENTERPRISES	MERCEDES BENZ	JWT DUBAI	UNITED ARAB EMIRATES
A08 Retail Stores				
PARIS HILTON	HOUSE OF PROSE	HOUSE OF PROSE	BRANDCOM MIDDLE EAST Dubai	UNITED ARAB EMIRATES
HUGH GRANT	HOUSE OF PROSE	HOUSE OF PROSE	BRANDCOM MIDDLE EAST Dubai	UNITED ARAB EMIRATES
BRITNEY SPEARS	HOUSE OF PROSE	HOUSE OF PROSE	BRANDCOM MIDDLE EAST Dubai	UNITED ARAB EMIRATES
MOWGLI	HOUSE OF PROSE	SECONDHAND BOOKSHOP	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
DOOR STEP	HUSH PUPPIES CITY CENTER	CASUAL SHOE	FP7 DOHA	QATAR
BEDSIDE	HUSH PUPPIES CITY CENTER	SLIPPER	FP7 DOHA	QATAR
CLOSET	HUSH PUPPIES CITY CENTER	SHOE	FP7 DOHA	QATAR
MUDDY 1	CITY CENTER SPACE TOYS	4 X 4 MATCH BOX	FP7 DOHA	QATAR
A09 Restaurants & Fast Food Outlets				
JAZZ FESTIVAL	BOOGIES DINER	DINER	IMPACT BBDO/JEDDAH	SAUDI ARABIA
A10 Travel, Transport, Entertainment & Leisure				
LEOPARD	AL AIN ZOO	NIGHT ZOO	BATES PANGULF Dubai	UNITED ARAB EMIRATES
GORILLA	AL AIN ZOO	NIGHT ZOO	BATES PANGULF Dubai	UNITED ARAB EMIRATES
HIPPO	AL AIN ZOO	NIGHT ZOO	BATES PANGULF Dubai	UNITED ARAB EMIRATES
GOODBYE	B.D. GROUP - EA GAMES	MEDAL OF HONOR	FP7 DOHA	QATAR
PROUD MOTHER	B.D. GROUP - EA GAMES	MEDAL OF HONOR	FP7 DOHA	QATAR
BACK HOME	B.D. GROUP - EA GAMES	MEDAL OF HONOR	FP7 DOHA	QATAR
SUPERMAN	IMAX	IMAX CINEMAS	THE TRIBE Dubai	UNITED ARAB EMIRATES
TEDDY BEAR	GOLDEN FIST	KARATE CENTRE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
ACTION HERO	GOLDEN FIST	KARATE CENTRE	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
A11 Publications & Media				
BIRDS	RADIO 2	FM RADIO STATION	TEAM/Y&R Dubai	UNITED ARAB EMIRATES
SWING	RADIO 2	FM RADIO STATION	TEAM/Y&R Dubai	UNITED ARAB EMIRATES
HORSE	RADIO 2	FM RADIO STATION	TEAM/Y&R Dubai	UNITED ARAB EMIRATES
A12 Banking, Investment & Insurance				
INSTANT MONEY TRANSFER	UNITED BANK LIMITED	TEZRAFTAAR REMITTANCE SERVICE	PERCEPT GULF Dubai	UNITED ARAB EMIRATES
TELESCOPE	SUNGWON BUILDERS	REAL ESTATE DEVELOPERS	BATES PANGULF Dubai	UNITED ARAB EMIRATES
A13 Business Equipment & Services				
GROCERY LIST	CAREERJUNCTION.COM	RECRUITMENT	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
AGREEMENT	CAREERJUNCTION.COM	RECRUITMENT	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
GRAPH	CAREERJUNCTION.COM	RECRUITMENT	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
A14 Commercial Public Services				
NEWSPAPER	ALJAWAL	MOBILE PACKAGE	JWT Riyadh	SAUDI ARABIA
BOOK	ALJAWAL	MOBILE PACKAGE	JWT Riyadh	SAUDI ARABIA
FLORIST	YELLOW PAGES	DIRECTORY	GREY WORLDWIDE Dubai	UNITED ARAB EMIRATES
GROCERY	YELLOW PAGES	DIRECTORY	GREY WORLDWIDE Dubai	UNITED ARAB EMIRATES
WEDDINGS	YELLOW PAGES	DIRECTORY	GREY WORLDWIDE Dubai	UNITED ARAB EMIRATES
FRAME	NEW YORK FILM ACADEMY	FILM SCHOOL	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
CLOSE-UP	NEW YORK FILM ACADEMY	FILM SCHOOL	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
A16 Public Health & Safety, Public Awareness, Fundraising & Appeals				
BREAST POSTER	FRIENDS OF CANCER PATIENTS	BREAST CANCER AWARENESS	PERCEPT GULF Dubai	UNITED ARAB EMIRATES
PISTOL	R.I.F.L.	R.I.F.L.	FORTUNE PROMOSEVEN Dubai	UNITED ARAB EMIRATES
REVOLVER	R.I.F.L.	R.I.F.L.	FORTUNE PROMOSEVEN Dubai	UNITED ARAB EMIRATES
AUTOMATIC	R.I.F.L.	R.I.F.L.	FORTUNE PROMOSEVEN Dubai	UNITED ARAB EMIRATES
WHOLE	WWF/EWS	ENVIRONMENTAL AWARENESS	JWT DUBAI	UNITED ARAB EMIRATES

FILLET	WWF/EWS	ENVIRONMENTAL AWARENESS	JWT DUBAI	UNITED ARAB EMIRATES
BOTTLE CAPS	EMIRATES ENVIRONMENTAL GROUP	ENVIRONMENTAL AWARENESS	JWT DUBAI	UNITED ARAB EMIRATES
CRUDE OIL	EMIRATES ENVIRONMENTAL GROUP	ENVIRONMENTAL AWARENESS	JWT DUBAI	UNITED ARAB EMIRATES
NYLON BAGS	EMIRATES ENVIRONMENTAL GROUP	ENVIRONMENTAL AWARENESS	JWT DUBAI	UNITED ARAB EMIRATES
BULB	GREENPEACE INDIA	ENVIRONMENT PRESERVATION	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
B01 Ambient: Small Scale				
MAP	WWF	GLOBAL WARMING	FORTUNE PROMOSEVEN Dubai	UNITED ARAB EMIRATES
FRIDGE	BOECKER PUBLIC HEALTH	PEST CONTROL	JWT DUBAI	UNITED ARAB EMIRATES
BABY ON BOARD	GARGASH ENTERPRISES	MERCEDES BENZ GL CLASS	JWT DUBAI	UNITED ARAB EMIRATES
BREAK THROUGH	MBC ACTION BRAND	MBC ACTION	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES
DROP IN SIZE	EST. MASSOUD	KELLOGG'S SPECIAL K	LEO BURNETT BEIRUT	LEBANON
PUSH PUSH PUSH	AL ZAHRA HOSPITAL	MATERNITY SERVICES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES
TRIDENT CINEMA	CADBURY	TRIDENT	JWT CASABLANCA	MOROCCO
SLIM BAGS	FOOD AND DRUG CORPORATION	CANDEREL	IMPACT BBDO Beirut	LEBANON
HSBC BUS	HSBC	HSBC	JWT Beirut	LEBANON
B02 Ambient: Large Scale				
BLUE	NBKT CO. - PERFETTI VAN MELLE	BIG BABOL XXL	FP7 DOHA	QATAR
GREEN	NBKT CO. - PERFETTI VAN MELLE	BIG BABOL XXL	FP7 DOHA	QATAR
PINK	NBKT CO. - PERFETTI VAN MELLE	BIG BABOL XXL	FP7 DOHA	QATAR
SLIDING DOORS	P&G	ARIEL - CLOTHES DONATION CAMPAIGN	SAATCHI & SAATCHI LEBANON Beirut	LEBANON
PRISON CELL	WITNESS AGAINST TORTURE	HUMAN RIGHTS ORGANIZATION	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
THE SOFT SPEED BUMP STUNT	VOLVO CARS	VOLVO SUSPENSION	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES
WHO'S AFRAID OF THE SUN?	BEIERSDORF MIDDLE EAST	NIVEA SUN CARING SUN LOTION	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
CRUSHED CARTS	NISSAN MIDDLE EAST	NISSAN PATHFINDER	TBWA\RAAD MIDDLE EAST Dubai	UNITED ARAB EMIRATES
IMAGE STABILIZER	CANON	IXUS CAMERAS	GREY WORLDWIDE Dubai	UNITED ARAB EMIRATES
DRY FLOOR	WILD WADI WATER PARK	WATER PARK	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES