

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Corporate Identity Schemes				
QATAR 2022	QATAR 2022 FIFA WORLD CUP BID	BRAND IDENTITY SYSTEM	LAMBIE-NAIRN, London	UNITED KINGDOM
THIMBELINA	THIMBELINA	BRAND DEVELOPMENT	TAGBRANDS, Beirut	LEBANON
KIZAD — THE INDUSTRIAL ZONE OF TOMORROW	ADPC	KIZAD	THE BRAND UNION, Dubai	UNITED ARAB EMIRATES
MAUZAN	MAUZAN	ABAYA AND SHEILA FASHION	THE BRAND UNION, Dubai	UNITED ARAB EMIRATES
MERGE 104.8 IDENTITY	SABCO MEDIA	MERGE 104.8	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
ORGAN DONATION	COMMITTEE OF ORGAN DONATION IN LEBANON	ORGAN DONATION	DDB, Dubai	UNITED ARAB EMIRATES
DRESSING ROOM CONFUSION	DEPECHE MODE	FASHION STORE	JWT, Beirut	LEBANON
A02 Posters, incl. Point of Sale				
GRASS	DE JARDIN	GARDENING AND LANDSCAPING SERVICES	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
MICHELA	MUSIC MASTER	MUSIC MASTER LAUNCH	DDB, Dubai	UNITED ARAB EMIRATES
IT'S OUR GAME!	STC	STC SPORTS	JWT, Riyadh	SAUDI ARABIA
RARE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
SPLITTING HEADACHE	PARAS PHARMA	STOPACHE	Y&R DUBAI	UNITED ARAB EMIRATES
A03 Flyers, Tickets, Invitations, Postcards, Calendars, Christmas and Other Greetings Cards				
365 DAYS OF HAPPINESS	COCA-COLA	COCA-COLA	ELEPHANT, Cairo	EGYPT
HOPE	RED CROSS LEBANON	RED CROSS	Y&R DUBAI	UNITED ARAB EMIRATES
DROP THE FLAB	REAL PILATES	WEIGHT LOSS PROGRAMME	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
A04 Stationery				
MERGE 104.8 STATIONERY	SABCO MEDIA	MERGE 104.8	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
A05 Publications				
ADEYAKA	INFINITI	INFINITI M, INFINITI G, INFINITI ESSENCE	KOECKRITZDOERRICH, Reutlingen	GERMANY
ANOTHER REASON BOOK	BEIRUT GRAPHICS	BEIRUT GRAPHICS	AL MOHTARAF ASSAUDI, Jeddah	SAUDI ARABIA
LE PATIO BROCHURE	JAMIL SAAB & CO. REAL ESTATE	LE PATIO RESIDENTIAL PROJECT	SPIRIT, Beirut	LEBANON
A06 Self Promotion				
THE EVOLUTION WILL NOT BE TELEVISED	FP7	ADVERTISING AGENCY	FP7/BAH, Manama	BAHRAIN
QUINT MAGAZINE	QUINT	QUINT MAGAZINE	quint, Dubai	UNITED ARAB EMIRATES
ARABIC WELCOME WALL	LANDOR ASSOCIATES	LANDOR ASSOCIATES	LANDOR ASSOCIATES, Dubai	UNITED ARAB EMIRATES
A07 Environmental Design				
EASY TO REMOVE STAINS	CLOROX COMPANY	CLOROX FOR COLORS	DDB, Dubai	UNITED ARAB EMIRATES
SEE POTENTIAL	AL NOOR TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS	TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS	Y&R DUBAI	UNITED ARAB EMIRATES
SPLITTING HEADS	PARAS PHARMA	STOPACHE	Y&R DUBAI	UNITED ARAB EMIRATES
A08 Typography				
ANTS AND SPIDERS AND ROACHES AND...	RECKITT BENCKISER	PIPPAF INSECT REPELLENT	EURO RSCG DUBAI	UNITED ARAB EMIRATES
MERGE 104.8 IDENTITY	SABCO MEDIA	MERGE 104.8	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
ZAYED FUTURE ENERGY PRIZE	MASDAR	FUTURE ENERGY SOLUTIONS	LANDOR ASSOCIATES, Dubai	UNITED ARAB EMIRATES
IT'S OUR GAME!	STC	STC SPORTS	JWT, Riyadh	SAUDI ARABIA

PRACTICE MAKES PERFECT	IN THE MIX MUSIC STUDIO	RECORDING & REHEARSAL	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A09 Packaging				
CAKE IN A BOX	SUGAR DADDY	BAKERY	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE PACK THAT COMES TO LIFE	LG ELECTRONICS	GD510 MOBILE PHONE	Y&R DUBAI	UNITED ARAB EMIRATES