

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 BEST FICTIONAL PROGRAM, SERIES OR FILM WHERE A CLIENT HAS SUCCESSFULLY CREATED A DRAMA, COMEDY OR MINISERIES AROUND A PRODUCT OR BRAND				
12 PT RAMADAN CAMPAIGN	VODAFONE EGYPT	LIMITED TIME TARIFF 12PT PER MINUTE PROMO	JWT CAIRO	EGYPT
A02 BEST NON-FICTION PROGRAM, SERIES OR FILM WHERE A CLIENT HAS SUCCESSFULLY CREATED A REALITY, DOCUMENTARY OR LIGHT ENTERTAINMENT SHOW AROUND A PRODUCT(S) OR BRAND(S)				
ARWA3 ABAYA	PERSIL	PERSIL ABAYA SHAMPOO	OMD, Dubai	UNITED ARAB EMIRATES
COKE STUDIO: SINGING TOGETHER WITH THE WORLD	COCA-COLA MIDDLE EAST	COCA-COLA	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A03 BEST BRAND OR PRODUCT INTEGRATION INTO A FEATURE FILM, EXISTING TV SHOW AND/OR SERIES				
THE SATIRE REVOLUTION	BLACKBERRY	BLACKBERRY	STARCOM MEDIAVEST GROUP, Dubai	UNITED ARAB EMIRATES
A04 BEST USE OF BRAND SPONSORSHIP INTEGRATION				
HAPPINESS HEROES	BEL GROUP	PICON SPREADABLE CHEESE	LEO BURNETT BEIRUT	LEBANON
A05 BEST USE OR INTEGRATION OF USER-GENERATED CONTENT				
TOUCH RE-LAUNCH	TOUCH	TOUCH	JWT BEIRUT	LEBANON
AXE WINGMAN	UNILEVER	AXE	DIGITAL REPUBLIC, Dubai	UNITED ARAB EMIRATES
A06 BEST USE OR INTEGRATION OF EXPERIENTIAL EVENTS				
SEPTEMBER CHRISTMAS	TAMANNA	TAMANNA	HORIZON DRAFTFCB, Beirut	LEBANON
LBCI DRAMA CAMPAIGN - WARD EL KHAL	LBCI & LBCI DRAMA	LBCI DRAMA	IMPACT BBDO, Beirut	LEBANON
ALWASEELA LOOK NO FURTHER	AL WASEET	ALWASEEELA	LEO BURNETT, Jeddah	SAUDI ARABIA
A VERY PUBLIC DISPLAY OF AFFECTION - THE MEN WHO SHARED THEIR LOVE WITH MILLIONS	UNILEVER	DOVE MEN+ CARE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A07 BEST USE OR INTEGRATION OF MUSIC				
DAYMAN MAABAAD/ ALWAYS TOGETHER	MOBINIL	MOBINIL	LEO BURNETT CAIRO	EGYPT
AXE WINGMAN	UNILEVER	AXE	DIGITAL REPUBLIC, Dubai	UNITED ARAB EMIRATES
A10 BEST INTEGRATED CONTENT CAMPAIGN				
ALWASEELA LOOK NO FURTHER	AL WASEET	ALWASEEELA	LEO BURNETT, Jeddah	SAUDI ARABIA
DAYMAN MAABAAD/ ALWAYS TOGETHER	MOBINIL	MOBINIL	LEO BURNETT CAIRO	EGYPT
FREESTYLE RISING	PROCTER & GAMBLE	HEAD & SHOULDERS	LIVINGROOM, Dubai	UNITED ARAB EMIRATES