

BRANDED CONTENT & ENTERTAINMENT

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
DAYMAN MAABAAD/ ALWAYS TOGETHER	MOBINIL	MOBINIL	LEO BURNETT CAIRO	EGYPT
Gold				
HAPPINESS HEROES	BEL GROUP	PICON SPREADABLE CHEESE	LEO BURNETT BEIRUT	LEBANON
Silver				
12 PT RAMADAN CAMPAIGN	VODAFONE EGYPT	LIMITED TIME TARIFF 12PT PER MINUTE PROMO	JWT CAIRO	EGYPT
ARWA3 ABAYA	PERSIL	PERSIL ABAYA SHAMPOO	OMD, Dubai	UNITED ARAB EMIRATES
DAYMAN MAABAAD/ ALWAYS TOGETHER	MOBINIL	MOBINIL	LEO BURNETT CAIRO	EGYPT
Bronze				
COKE STUDIO: SINGING TOGETHER WITH THE WORLD	COCA-COLA MIDDLE EAST	COCA-COLA	FP7/DXB, Dubai	UNITED ARAB EMIRATES
SEPTEMBER CHRISTMAS	TAMANNA	TAMANNA	HORIZON DRAFTFCB, Beirut	LEBANON