

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 MAILINGS				
THE LAND ROVER ESCAPE KEY	LAND ROVER	LAND ROVER LR4	Y&R DUBAI	UNITED ARAB EMIRATES
PERSONAL EXTINCTION PREVENTION BOOK	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A02 PREMIUMS & GIVEAWAYS				
A DAY OFFLINE - PHONE VAULT	McDONALD'S	McDONALD'S	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
A03 COMPANY LITERATURE				
WE'VE MOVED.	DRIVE DENTSU	OFFICE INVITE	DRIVE DENTSU, Dubai	UNITED ARAB EMIRATES
MAPPING THE WORLD IN 12 MONTHS	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
DUBAI'S GOT CULTURE	QUINT	QUINT MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
A04 DIRECT RESPONSE DIGITAL MEDIA				
NAWRAS PIGGYBACKING	NAWRAS	WIFI	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE SMALLEST IKEA STORE IN THE WORLD	IKEA	IKEA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A VERY PUBLIC DISPLAY OF AFFECTION - THE MEN WHO SHARED THEIR LOVE WITH MILLIONS	UNILEVER	DOVE MEN+ CARE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A05 AMBIENT/ALTERNATIVE MEDIA				
BOOKENDS	KINOKUNIYA	KINOKUNIYA	JWT, Dubai	UNITED ARAB EMIRATES
STUDENT CODE DEVELOPER 2	NOKIA	NOKIA	JWT, Dubai	UNITED ARAB EMIRATES
AWESOME TRAVELING MACHINE	EMIRATES NBD	ATMS	FP7/DXB, Dubai	UNITED ARAB EMIRATES
VODAFONE FAKKA	VODAFONE EGYPT	MICRO RECHARGE CARDS	JWT CAIRO	EGYPT
CONVERSATIONS-	ALSERKAL AVENUE /AL MANZIL SCHOOL	AL MANZIL SCHOOL	DDB DUBAI	UNITED ARAB EMIRATES
BRING A SMILE	CLOROX COMPANY	GLAD	DDB DUBAI	UNITED ARAB EMIRATES
SUPERMARKET TRAY MESSAGING	GLOBAL EXPORT CO.	DIAMOND ALUMINUM FOIL	Y&R DUBAI	UNITED ARAB EMIRATES
RESCUE RADIO	SAWA MNINJAH	SAWA MNINJAH	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
B01 CORPORATE IMAGE & INFORMATION				
BRING A SMILE	CLOROX COMPANY	GLAD	DDB DUBAI	UNITED ARAB EMIRATES
STUDENT CODE DEVELOPER 2	NOKIA	NOKIA	JWT, Dubai	UNITED ARAB EMIRATES
DUBAI'S GOT CULTURE	QUINT	QUINT MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
B02 CONSUMER PRODUCTS & SERVICES				
AWESOME TRAVELING MACHINE	EMIRATES NBD	ATMS	FP7/DXB, Dubai	UNITED ARAB EMIRATES
SAY IT LIKE BOND	SONY	XPERIA ION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
NAWRAS PIGGYBACKING	NAWRAS	WIFI	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
VODAFONE FAKKA	VODAFONE EGYPT	MICRO RECHARGE CARDS	JWT CAIRO	EGYPT
THE LAND ROVER ESCAPE KEY	LAND ROVER	LAND ROVER LR4	Y&R DUBAI	UNITED ARAB EMIRATES
PERSONAL EXTINCTION PREVENTION BOOK	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A VERY PUBLIC DISPLAY OF AFFECTION - THE MEN WHO SHARED THEIR LOVE WITH MILLIONS	UNILEVER	DOVE MEN+ CARE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
B03 BUSINESS PRODUCTS & SERVICES				
THE GOODNEWS NEWSPAPER	MBTE	RETAIL STORE FOR CAR PAINT PRODUCTS	FP7/RUH, Riyadh	SAUDI ARABIA
B04 FUNDRAISING, CHARITIES, APPEALS, NON-PROFIT ORGANISATIONS, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS				
BOOKENDS	KINOKUNIYA	KINOKUNIYA	JWT, Dubai	UNITED ARAB EMIRATES
RESCUE RADIO	SAWA MNINJAH	SAWA MNINJAH	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES

C01 INTEGRATED CAMPAIGN LED BY DIRECT MARKETING

CONVERSATIONS-

ALSERKAL AVENUE /AL MANZIL
SCHOOL

AL MANZIL SCHOOL

DDB DUBAI

UNITED ARAB
EMIRATES
