

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 CONSUMER PRODUCTS				
TWEETOLYMPICS-	SAMSUNG	SAMSUNG GALAXY S3	CHEIL WORLDWIDE UAE, Dubai	UNITED ARAB EMIRATES
WHERE SKITTLES COME FROM	WRIGLEY	SKITTLES	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B02 CONSUMER PRODUCTS				
THE SMALLEST IKEA STORE IN THE WORLD	IKEA	IKEA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
B03 CONSUMER SERVICES				
THE OPINIONATED BANNER	KHALEEJ TIMES	NEWSPAPER	TBWA/IRAAD UAE, Dubai	UNITED ARAB EMIRATES
B05 FUNDRAISING, CHARITIES, APPEALS, NON-PROFIT ORGANISATIONS, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS				
CHEYEF HALAK CAPTCHA	LBCI	ANTI-DISCRIMINATION	IMPACT BBDO, Beirut	LEBANON
C01 VIRAL AND EMAIL MARKETING				
AXE WINGMAN	UNILEVER	AXE	DIGITAL REPUBLIC, Cairo	EGYPT
LIVE STREAMING EGYPT	ETA	TOURISM	JWT CAIRO	EGYPT
MAXIBON'S BIG BITE	NESTLÉ EGYPT	MAXIBON	JWT CAIRO	EGYPT
ASHA MAN CAMPAIGN	NOKIA EGYPT	NOKIA ASHA QWERTY RANGE	JWT CAIRO	EGYPT
A VERY PUBLIC DISPLAY OF AFFECTION - THE MEN WHO SHARED THEIR LOVE WITH MILLIONS	UNILEVER	DOVE MEN+ CARE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
LBCI DRAMA CAMPAIGN - WARD EL KHAL	LBCI & LBCI DRAMA	LBCI DRAMA	IMPACT BBDO, Beirut	LEBANON
TOUCH - MY PLAN	TOUCH	TOUCH	JWT BEIRUT	LEBANON
C03 COMMUNITY APPLICATIONS				
THE LAST SUMMER ON EARTH - FACEBOOK APP	GRAVITY BREWING	LEBANESE BREW	INTERESTING TIMES, Beirut	LEBANON
ORDER LIKE AN ITALIAN	SUBWAY	SUBWAY RESTAURANTS	MOMENTUM MENA, Dubai	UNITED ARAB EMIRATES
THE BLACKBERRY SOCIAL CHALLENGE	TOUCH	TOUCH	JWT BEIRUT	LEBANON
C04 OTHER DIGITAL CHANNELS				
LIVE STREAMING EGYPT	EGYPT TOURIST AUTHORITY	EGYPT	JWT CAIRO	EGYPT
NAWRAS PIGGYBACKING	NAWRAS	WIFI	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
SAY IT LIKE BOND	SONY	XPERIA ION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
C05 GAMES				
VISA RACE TO LONDON	VISA	BRAND	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
WHERE SKITTLES COME FROM	WRIGLEY	SKITTLES	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
D01 INTEGRATED CAMPAIGN LED BY INTERACTIVE				
A DAY OFFLINE	McDONALD'S	McDONALD'S	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE ORIGINAL STORY	CHÂTEAU KSARA	WINE	LEO BURNETT BEIRUT	LEBANON
THE LAST SUMMER ON EARTH	GRAVITY BREWING	LEBANESE BREW	INTERESTING TIMES, Beirut	LEBANON