

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
<b>A01 USE OF BROADCAST: TV, CINEMA, RADIO</b>						
PATTEX POWER	HENKEL	PATTEX			OMD, Dubai *	UNITED ARAB EMIRATES
A TV THAT BUFFERS?	TE DATA	TE DATA ADSL AND TE LIVE			ZENITHMEDIA EGYPT, Cairo *	EGYPT
12PT RAMADAN CAMPAIGN	VODAFONE EGYPT	LIMITED TIME TARIFF 12PT PER MINUTE	JWT CAIRO *	EGYPT	OMD, Cairo	EGYPT
DAYMAN MAABAAD/ ALWAYS TOGETHER	MOBINIL	MOBINIL	LEO BURNETT CAIRO *	EGYPT	UM7, Giza	EGYPT
WORLD FASTEST RUNNING MOVIES	ADIDAS	F50			STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
RESCUE RADIO	SAWA MNINJAH	SAWA MNINJAH	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	MINDSHARE, Dubai	UNITED ARAB EMIRATES
SABB SALE INTERVENTION	SABB - THE SAUDI BRITISH BANK	BANK	JWT, Riyadh *	SAUDI ARABIA	MINDSHARE, Riyadh	SAUDI ARABIA
<b>A02 USE OF MAGAZINES/NEWSPAPERS</b>						
BREAK-FREE PRINT CAMPAIGN	FOX INTERNATIONAL-CHANNELS	MOVIE CHANNEL	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai	UNITED ARAB EMIRATES
LANGUAGE TAKEOVER	McDONALD'S	TASTES OF THE WORLD	FP7/DXB, Dubai	UNITED ARAB EMIRATES	UM DUBAI *	UNITED ARAB EMIRATES
WORLD'S FIRST TASTE-ABLE PRINT AD	THE COCA-COLA COMPANY	FANTA	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	UM DUBAI	UNITED ARAB EMIRATES
<b>A03 USE OF STANDARD OUTDOOR</b>						
BEAT THE HEAT	GOODYEAR	TYRES			UM DUBAI *	UNITED ARAB EMIRATES
<b>A04 USE OF AMBIENT MEDIA: SMALL SCALE</b>						
NEVER HIDE YOUR JEWELRY	MUKHI SISTERS	NEW COLLECTION	RÉPUBLIQUE, Beirut *	LEBANON	RÉPUBLIQUE, Beirut	LEBANON
VODAFONE FAKKA	VODAFONE EGYPT	VODAFONE MICRO RECHARGE CARDS	JWT CAIRO *	EGYPT	OMD, Cairo	EGYPT
RETHINK YOUR ROUTINE	FITWORX	FITNESS EQUIPMENT	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	MINDSHARE, Dubai	UNITED ARAB EMIRATES
BRING A SMILE	CLOROX COMPANY	GLAD	DDB DUBAI *	UNITED ARAB EMIRATES	DDB DUBAI	UNITED ARAB EMIRATES
<b>A05 USE OF AMBIENT MEDIA: LARGE SCALE</b>						
THE ART OF TAILORING	EJJEH & SONS	BESPOKE TAILORING	RÉPUBLIQUE, Beirut *	LEBANON	RÉPUBLIQUE, Beirut	LEBANON
CRASH TEXT DUMMIES	NISSAN MIDDLE EAST	ROAD SAFETY AWARENESS	TBWA/RAAD UAE, Dubai *	UNITED ARAB EMIRATES	TBWA/RAAD UAE, Dubai	UNITED ARAB EMIRATES
<b>A06 USE OF SPECIAL EVENTS AND STUNT/LIVE ADVERTISING</b>						
ALWASEELA LOOK NO FURTHER	AL WASEET	ALWASEEELA	LEO BURNETT, Jeddah *	SAUDI ARABIA	LEO BURNETT, Jeddah	SAUDI ARABIA
SEPTEMBER CHRISTMAS	TAMANNA	TAMANNA	HORIZON DRAFTFCB, Beirut *	LEBANON	BPN, Beirut	LEBANON
SAY IT LIKE BOND	SONY	XPERIA ION	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	PHD, Dubai	UNITED ARAB EMIRATES
LIVE STREAMING EGYPT	EGYPT TOURIST AUTHORITY	EGYPT	JWT CAIRO *	EGYPT	JWT EXPERIENCE, Cairo	EGYPT
FEEDING FRENZY	ALOHA TUNA	TINNED TUNA	MEMAC OGILVY & MATHER, Jeddah *	SAUDI ARABIA	ONETOONE MARKETING, Jeddah	SAUDI ARABIA
CONVERSATIONS-	ALSERKAL AVENUE /AL MANZIL SCHOOL	AL MANZIL SCHOOL	DDB DUBAI *	UNITED ARAB EMIRATES	DDB DUBAI	UNITED ARAB EMIRATES
<b>A07 USE OF DIGITAL MEDIA (INCLUDING INTERNET, MOBILE DEVICES, ETC)</b>						
THE LAST SUMMER ON EARTH - MOBILE APP	GRAVITY BREWING	LEBANESE BREW	INTERESTING TIMES, Beirut *	LEBANON	INTERESTING TIMES, Beirut	LEBANON
SPEED PERSONIFIED VIA SMS	NISSAN	NISSAN 370Z	TBWA/RAAD UAE, Dubai	UNITED ARAB EMIRATES	MINDSHARE, Dubai *	UNITED ARAB EMIRATES
RIPPLES OF HAPPINESS	COCA-COLA MIDDLE EAST	THE COCA-COLA FOUNDATION	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	UM DUBAI	UNITED ARAB EMIRATES
NAWRAS PIGGYBACKING	NAWRAS	WIFI	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE SATIRE REVOLUTION	BLACKBERRY	BLACKBERRY	LIQUID THREAD, Dubai	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
SHOCKINGLY TRUTHFUL CLASSIFIEDS	HELPING HANDS UAE	HELPING HANDS UAE	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	MINDSHARE, Dubai	UNITED ARAB EMIRATES
<b>A08 USE OF SOCIAL MEDIA</b>						
POWER OF IMAGINATION	RECKITT BENCKISER	DUREX CONDOMS	BUZZMAN MIDDLE EAST, Dubai *	UNITED ARAB EMIRATES	BUZZMAN MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
A HERITAGE WORTH REVIVING	ETS. KHALIL FATTAL & FILS	DEWAR'S	IMPACT BBDO, Beirut *	LEBANON	OMD, Beirut	LEBANON
LBCI DRAMA CAMPAIGN - WARD EL KHAL	LBCI & LBCI DRAMA	LBCI DRAMA	IMPACT BBDO, Beirut *	LEBANON	IMPACT BBDO, Beirut	LEBANON
DAYMAN MAABAAD/ ALWAYS TOGETHER	MOBINIL	MOBINIL	LEO BURNETT CAIRO *	EGYPT	UM7, Giza	EGYPT
FILM PERSONALITY TEST	THE DUBAI INTERNATIONAL-FILM FESTIVAL	FILM FESTIVAL	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE BLACKBERRY SOCIAL CHALLENGE TOUCH		TOUCH	JWT BEIRUT *	LEBANON	JWT BEIRUT	LEBANON
AXE FOOTY	UNILEVER	AXE	DIGITAL REPUBLIC, Cairo *	EGYPT	DIGITAL REPUBLIC, Cairo	EGYPT
AXE WINGMAN	UNILEVER	AXE	DIGITAL REPUBLIC, Dubai *	UNITED ARAB EMIRATES	DIGITAL REPUBLIC, Dubai	UNITED ARAB EMIRATES
<b>B01 CORPORATE INFORMATION</b>						
RIPPLES OF HAPPINESS	COCA-COLA MIDDLE EAST	THE COCA-COLA FOUNDATION	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	UM DUBAI	UNITED ARAB EMIRATES
THE ART OF INSTAGRAM	EMIRATES NBD	EMIRATES NBD			STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
STUDENT CODE DEVELOPER 2	NOKIA	NOKIA	JWT, Dubai *	UNITED ARAB EMIRATES	JWT, Dubai	UNITED ARAB EMIRATES
<b>B02 CONSUMER PRODUCTS</b>						

CAPTIVATING TALES	BEIERSDORF ME	NIVEA SENSUAL MUSK BODY LOTION	HORIZON DRAFTFCB, Dubai	UNITED ARAB EMIRATES	OMD, Dubai *	UNITED ARAB EMIRATES
PATTEX POWER	HENKEL	PATTEX			OMD, Dubai *	UNITED ARAB EMIRATES
ARWA3 ABAYA	PERSIL	PERSIL ABAYA SHAMPOO	DDB DUBAI	UNITED ARAB EMIRATES	OMD, Dubai *	UNITED ARAB EMIRATES
SPEED PERSONIFIED	NISSAN	NISSAN 370Z	TBWAIRAAD UAE, Dubai	UNITED ARAB EMIRATES	MINDSHARE, Dubai *	UNITED ARAB EMIRATES
THE SATIRE REVOLUTION	BLACKBERRY	BLACKBERRY	LIQUID THREAD, Dubai	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai *	UNITED ARAB EMIRATES
<b>B03 CONSUMER SERVICES</b>						
A TV THAT BUFFERS?	TE DATA	TE DATA ADSL AND TE LIVE			ZENITHMEDIA EGYPT, Cairo *	EGYPT
A HERITAGE WORTH REVIVING	ETS. KHALIL FATTAL & FILS	DEWAR'S	IMPACT BBDO, Beirut *	LEBANON	OMD, Beirut	LEBANON
LBCI DRAMA CAMPAIGN - WARD EL KHAL	LBCI & LBCI DRAMA	LBCI DRAMA	IMPACT BBDO, Beirut *	LEBANON	IMPACT BBDO, Beirut	LEBANON
BREAK-FREE PRINT CAMPAIGN	FOX INTERNATIONAL-CHANNELS	MOVIE CHANNEL	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP, Dubai	UNITED ARAB EMIRATES
NAWRAS PIGGYBACKING	NAWRAS	WIFI	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
FILM PERSONALITY TEST	THE DUBAI INTERNATIONAL-FILM FESTIVAL	FILM FESTIVAL	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
VODAFONE FAKKA	VODAFONE EGYPT	MICRO RECHARGE CARDS	JWT CAIRO *	EGYPT	OMD, Cairo	EGYPT
SABB SALE INTERVENTION	SABB - THE SAUDI BRITISH BANK	BANK	JWT, Riyadh *	SAUDI ARABIA	MINDSHARE, Riyadh	SAUDI ARABIA
HSBC BANNER LOAN	HSBC	CAR LOAN	JWT, Dubai *	UNITED ARAB EMIRATES	MINDSHARE, Dubai	UNITED ARAB EMIRATES
<b>B04 BUSINESS EQUIPMENT &amp; SERVICES</b>						
LIVE STREAMING EGYPT	EGYPT TOURIST AUTHORITY	EGYPT	JWT CAIRO *	EGYPT	JWT EXPERIENCE, Cairo	EGYPT
<b>B05 FUNDRAISING, CHARITIES, APPEALS, NON-PROFIT ORGANISATIONS, PUBLIC HEALTH &amp; SAFETY, PUBLIC AWARENESS</b>						
THE PROMISE	PROCTER & GAMBLE	BREAST CANCER AWARENESS	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
SHOCKINGLY TRUTHFUL CLASSIFIEDS	HELPING HANDS UAE	HELPING HANDS UAE	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES		
RESCUE RADIO	SAWA MNINJAH	SAWA MNINJAH	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	MINDSHARE, Dubai	UNITED ARAB EMIRATES
CONVERSATIONS-	ALSERKAL AVENUE /AL MANZIL SCHOOL	AL MANZIL SCHOOL	DDB DUBAI *	UNITED ARAB EMIRATES	DDB DUBAI	UNITED ARAB EMIRATES
<b>C01 INTEGRATED MEDIA CAMPAIGN</b>						
ARWA3 ABAYA	PERSIL	PERSIL ABAYA SHAMPOO	DDB DUBAI	UNITED ARAB EMIRATES	OMD, Dubai *	UNITED ARAB EMIRATES
VEET EGYPT	RECKITT BENCKISER	VEET			ZENITHMEDIA EGYPT, Cairo *	EGYPT
A HERITAGE WORTH REVIVING	ETS. KHALIL FATTAL & FILS	DEWAR'S	IMPACT BBDO, Beirut *	LEBANON	OMD, Beirut	LEBANON
CHEYEF HALAK	LBCI	ANTI-DISCRIMINATION	IMPACT BBDO, Beirut *	LEBANON	IMPACT BBDO, Beirut	LEBANON
SPEED PERSONIFIED	NISSAN	NISSAN 370Z	TBWAIRAAD UAE, Dubai	UNITED ARAB EMIRATES	MINDSHARE, Dubai *	UNITED ARAB EMIRATES
FILM PERSONALITY TEST	DUBAI INTERNATIONAL-FILM FESTIVAL	FILM FESTIVAL	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
SABB SALE	SABB - THE SAUDI BRITISH BANK	BANK	JWT, Riyadh *	SAUDI ARABIA	MINDSHARE, Riyadh	SAUDI ARABIA