

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 BEST USE OF DIGITAL PR				
MINALAKHIR	THE COCA-COLA COMPANY	SPRITE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A02 BEST USE OF SOCIAL MEDIA				
A HERITAGE WORTH REVIVING	ETS. KHALIL FATTAL & FILS	DEWAR'S	IMPACT BBDO, Beirut	LEBANON
A DAY OFFLINE	McDONALD'S	McDONALD'S	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
A03 BEST USE OF LIVE EVENTS, STUNTS AND OR CELEBRITY ENDORSEMENT				
SEPTEMBER CHRISTMAS	TAMANNA	TAMANNA	HORIZON DRAFTFCB, Beirut	LEBANON
LBCI DRAMA CAMPAIGN - WARD EL KHAL	LBCI & LBCI DRAMA	LBCI DRAMA	IMPACT BBDO, Beirut	LEBANON
COKE STUDIO: INTERACTIVE HOLOGRAM CONCERTS	COCA-COLA MIDDLE EAST	COCA-COLA	FP7/DXB, Dubai	UNITED ARAB EMIRATES
SAY IT LIKE BOND	SONY	XPERIA ION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A05 BEST LAUNCH OR RE-LAUNCH				
LBCI DRAMA CAMPAIGN - WARD EL KHAL	LBCI & LBCI DRAMA	LBCI DRAMA	IMPACT BBDO, Beirut	LEBANON
B01 CONSUMER PRODUCTS				
A VERY PUBLIC DISPLAY OF AFFECTION - THE MEN WHO SHARED THEIR LOVE WITH MILLIONS	UNILEVER	DOVE MEN+ CARE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
MINALAKHIR	THE COCA-COLA COMPANY	SPRITE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
B03 CORPORATE REPUTATION				
#WEBUILTTHISCITY	S*UCE	S*UCE	S*UCE, Dubai	UNITED ARAB EMIRATES
A HERITAGE WORTH REVIVING	ETS. KHALIL FATTAL & FILS	DEWAR'S	IMPACT BBDO, Beirut	LEBANON
A DAY OFFLINE	McDONALD'S	McDONALD'S	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
HAPPINESS HEROES	BEL GROUP	PICON SPREADABLE CHEESE	LEO BURNETT BEIRUT	LEBANON
B04 NON-CORPORATE				
SEPTEMBER CHRISTMAS	TAMANNA	TAMANNA	HORIZON DRAFTFCB, Beirut	LEBANON
PRESERVING THE CULTURE AND HERITAGE OF THE UAE	INTERNATIONAL-FUND FOR HOUBARA CONSERVATION	CAPTIVE BREEDING AND RELEASE PROGRAMME TO CONSERVE THE HOUBARA BUSTARD	IMPACT PORTER NOVELLI, Dubai	UNITED ARAB EMIRATES
PROPHET	QTEL (QATAR TELECOM)	QTEL	LEO BURNETT QATAR, Doha	QATAR
RESCUE RADIO	SAWA MNINJAH	SAWA MNINJAH	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
C01 BEST INTEGRATED CAMPAIGN LED BY PR				
ACT-PR	ACT FOR THE DISAPPEARED	ACT FOR THE DISAPPEARED	GREY WORLDWIDE MENA NETWORK, Beirut	LEBANON