

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 EVENT & FIELD MARKETING				
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
CONVERSATIONS-	ALSERKAL AVENUE /AL MANZIL SCHOOL	AL MANZIL SCHOOL	DDB DUBAI	UNITED ARAB EMIRATES
MAN TALK CHALLENGE WITH CAPTAIN REDA	AHRAM BEVERAGES COMPANY	BIRELL	JWT CAIRO	EGYPT
A02 NEW PRODUCT LAUNCH/RE-LAUNCH				
CAPTIVATING TALES	BEIERSDORF ME	NIVEA SENSUAL MUSK BODY LOTION	HORIZON DRAFTFCB, Dubai	UNITED ARAB EMIRATES
LBCI DRAMA CAMPAIGN - WARD EL KHAL	LBCI & LBCI DRAMA	LBCI DRAMA	IMPACT BBDO, Beirut	LEBANON
A03 MERCHANDISING/IN-STORE MARKETING & POINT OF PURCHASE DISPLAYS				
BOOKENDS	KINOKUNIYA	KINOKUNIYA	JWT, Dubai	UNITED ARAB EMIRATES
THE ART OF TAILORING	EJJEH & SONS	BESPOKE TAILORING	RÉPUBLIQUE, Beirut	LEBANON
VODAFONE FAKKA	VODAFONE EGYPT	MICRO RECHARGE CARDS	JWT CAIRO	EGYPT
BRING A SMILE	CLOROX COMPANY	GLAD	DDB DUBAI	UNITED ARAB EMIRATES
A04 USE OF DIGITAL IN A PROMOTIONAL CAMPAIGN				
7 BRAVE BOTTLES INSIDE	GRAVITY BREWING	LEBANESE BREW	INTERESTING TIMES, Beirut	LEBANON
SUPPORT SCHOOLS WITH SAMSUNG	SAMSUNG ELECTRONICS	HOPE FOR CHILDREN	LEO BURNETT JORDAN, Amman	JORDAN
COKE STUDIO: INTERACTIVE HOLOGRAM CONCERTS & SOCIAL MEDIA PLAYLISTS	COCA-COLA MIDDLE EAST	COCA-COLA	FP7/DXB, Dubai	UNITED ARAB EMIRATES
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
B01 CORPORATE IMAGE & INFORMATION				
RARE SHORT FILMS. NO RERUNS	OUTBOX	INTERNATIONAL-SHORT FILM FESTIVAL	LEO BURNETT BEIRUT	LEBANON
B02 CONSUMER PRODUCTS & SERVICES				
DETTOL STAMPS	RECKITT BENCKISER	DETTOL LIQUID HAND WASH - SCHOOLS' PROGRAM	HAVAS WORLDWIDE - MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE ART OF TAILORING	EJJEH & SONS	BESPOKE TAILORING	RÉPUBLIQUE, Beirut	LEBANON
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
VODAFONE FAKKA	VODAFONE EGYPT	MICRO RECHARGE CARDS	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
LIPTON DIP N WIN	UNILEVER	LIPTON YELLOW LABEL AND LIPTON CLEAR GREEN	TRACYLOCKE, Dubai	UNITED ARAB EMIRATES
NAWRAS PIGGYBACKING	NAWRAS	WIFI	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
TOUCH - MY PLAN	TOUCH	TOUCH	JWT BEIRUT	LEBANON
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 PROMO & ACTIVATION				
CAPTIVATING TALES	BEIERSDORF ME	NIVEA SENSUAL MUSK BODY LOTION	HORIZON DRAFTFCB, Dubai	UNITED ARAB EMIRATES
BOOKENDS	KINOKUNIYA	KINOKUNIYA	JWT, Dubai	UNITED ARAB EMIRATES
A DAY OFFLINE	McDONALD'S	McDONALD'S	LEO BURNETT DUBAI	UNITED ARAB EMIRATES