

BRANDED CONTENT & ENTERTAINMENT SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fiction: Series or Film				
THE JOURNEY OF ABLA FAHITA	CBC	ENTERTAINMENT	J. WALTER THOMPSON ENTERTAINMENT, Cairo	EGYPT
THE ROAMING PUPPET	SAUDI TELECOM COMPANY - STC	ROAMING SERVICE	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
A02 Non-Fiction: Series or Film				
ANGELS OF RAMADAN	AL RIFAI	CORPORATE	RÉPUBLIQUE, Beirut	LEBANON
A STORY OF WOMEN, FOOD AND CHANGE	MAGGI	COOKING AIDS	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE BEAUTIFUL AFTER	EMIRATES NBD	RETIREMENT PLANS	FP7/DXB, Dubai	UNITED ARAB EMIRATES
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A03 Brand or Product Integration in to an Existing Programme or Platform				
YOU ASK, KFC DELIVERS	KFC	QSR	INITIATIVE, Dubai	UNITED ARAB EMIRATES
TAKING ARABIAN FAIRY TALES PLACES	CENTRAL TRADE & AUTO CO	TOYOTA	J. WALTER THOMPSON JORDAN, Amman	JORDAN
A04 Use or Integration of User-Generated Content				
JOHNSON'S BABY BATH TIME SONG	JOHNSON & JOHNSON	CPG	J3 MENA, Dubai	UNITED ARAB EMIRATES
SAUDI WOMEN'S ONLINE MARCH	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
#THISISEGYPT	EGYPTIAN TOURIST AUTHORITY	TRAVEL/TOURISM	J. WALTER THOMPSON CAIRO	EGYPT
A05 Live Experience				
7UP WALL OF MUSIC	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE CULT OF THE NIGHT	MASHROU' LEILA	"IBN EL LEIL" ALBUM LAUNCH	LEO BURNETT BEIRUT	LEBANON
MERRY BALCONIES	PROCTER & GAMBLE	BONUX	LEO BURNETT BEIRUT	LEBANON
TAKING HOME HAPPINESS	THE COCA-COLA COMPANY	COCA-COLA	Y&R DUBAI	UNITED ARAB EMIRATES
A06 Use or Integration of Music				
TROPA FOR LIFE	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
I SAY ARABI	DISH NETWORK	CABLE PROVIDER	LEO BURNETT BEIRUT	LEBANON
AN ANTHEM AGAINST CORRUPTION	SAKKER EL DEKKENE (STOP THE SHOP)	ANTI-CORRUPTION NGO	LEO BURNETT BEIRUT	LEBANON
POWER TO FAMILY	VODAFONE	TELECOMUNICATION	J. WALTER THOMPSON CAIRO	EGYPT
A07 Use or Integration of Printed Content				
THE NAZAR INITIATIVE	ASTER HOSPITAL & MEDICAL CENTRES	ASTER OPTICAL	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
NO PROBLEM	BRITISH COUNCIL KSA	CONVERSATION COURSE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
A09 Use or Integration of Digital or Social Media				
A STORY OF WOMEN, FOOD AND CHANGE	MAGGI	COOKING AIDS	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE FITNESS ACCOUNT	EMIRATES NBD	THE EMIRATES NBD FITNESS ACCOUNT	FP7/DXB, Dubai	UNITED ARAB EMIRATES
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
DARK IFTAR	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
SAUDI WOMEN'S ONLINE MARCH	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
WHAT GIRLS CAN DO	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
TWEET FOR HEAT	ALWALEED PHILANTHROPIES	NON PROFIT ORGANISATION	BOLD AGENCY, Riyadh	SAUDI ARABIA
SAMSUNG SAFETY SCREEN	SAMSUNG	ELECTRONICS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
A10 Integrated Campaign				
A STORY OF WOMEN, FOOD AND CHANGE	MAGGI	COOKING AIDS	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE ROAMING PUPPET	SAUDI TELECOM COMPANY - STC	ROAMING SERVICE	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
THE JOURNEY OF ABLA FAHITA	CBC	ENTERTAINMENT	J. WALTER THOMPSON ENTERTAINMENT, Cairo	EGYPT
#THISISEGYPT	EGYPTIAN TOURIST AUTHORITY	TRAVEL/TOURISM	J. WALTER THOMPSON CAIRO	EGYPT
1ST BRANDED ONLINE ENTERTAINMENT HUB	SAUDI TELECOM COMPANY - STC	BROADBAND	J. WALTER THOMPSON RIYADH	SAUDI ARABIA