

# BRANDED CONTENT & ENTERTAINMENT WINNERS

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Gold</b>				
THE BEAUTIFUL AFTER	EMIRATES NBD	RETIREMENT PLANS	FP7/DXB, Dubai	UNITED ARAB EMIRATES
TROPA FOR LIFE	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
I SAY ARABI	DISH NETWORK	CABLE PROVIDER	LEO BURNETT BEIRUT	LEBANON
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
A STORY OF WOMEN, FOOD AND CHANGE	MAGGI	COOKING AIDS	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
<b>Silver</b>				
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, 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
7UP WALL OF MUSIC	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE ROAMING PUPPET	SAUDI TELECOM COMPANY - STC	ROAMING SERVICE	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
#THISISEGYPT	EGYPTIAN TOURIST AUTHORITY	TRAVEL/TOURISM	J. WALTER THOMPSON CAIRO	EGYPT
<b>Bronze</b>				
THE ROAMING PUPPET	SAUDI TELECOM COMPANY - STC	ROAMING SERVICE	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
A STORY OF WOMEN, FOOD AND CHANGE	MAGGI	COOKING AIDS	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
TAKING ARABIAN FAIRY TALES PLACES	CENTRAL TRADE & AUTO CO	TOYOTA	J. WALTER THOMPSON JORDAN, Amman	JORDAN
THE FITNESS ACCOUNT	EMIRATES NBD	THE EMIRATES NBD FITNESS ACCOUNT	FP7/DXB, Dubai	UNITED ARAB EMIRATES
SAUDI WOMEN'S ONLINE MARCH	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON