

DIRECT SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Mailings				
THE TRIBAL RAPPORT FIELD GUIDE	MERCEDES-BENZ	G-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
DOWNTOWN FONTS	AL ISMAELIA	REAL ESTATE	J. WALTER THOMPSON CAIRO	EGYPT
A02 Ambient Media: Small Scale				
TROPA FOR LIFE - BOOM BOX	DJ	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON
HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
MERRY BALCONIES	PROCTER & GAMBLE	BONUX	LEO BURNETT BEIRUT	LEBANON
A03 Ambient Media: Large Scale				
ABANDONED LIVES	38SMILES	NON PROFIT ANIMAL RESCUE GROUP	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES
DON'T SELF-PRESCRIBE	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	ANTI ANTIBIOTICS SELF-PRESCRIPTION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A04 Use of Digital Media in a Direct Marketing Campaign				
BACKUP MEMORY	SAMSUNG	MOBILE APP	3SG-BBDO, Ariana	TUNISIA
SAUDI WOMEN'S ONLINE MARCH	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A05 Use of Social in a Direct Marketing Campaign				
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANIZATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
PANADOL FIGHTS FLU WITH TWEETS	GLAXOSMITHKLINE	MEDICAL/HEALTH	WUNDERMAN DUBAI	UNITED ARAB EMIRATES
B01 Acquisition & Retention				
WHAT GIRLS CAN DO	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
B02 Best Low Budget Campaign				
#LIKEANIMALS	ASSOCIATION DES DROITS DES IMMIGRÉS ET DES RÉFUGIÉS EN TUNISIE - ADIRT	REFUGEES AND MIGRANT RIGHTS	MEMAC OGILVY LABEL, Tunis	TUNISIA
C01 Fast Moving Consumer Goods				
DARK IFTAR	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
WHAT GIRLS CAN DO	PROCTER & GAMBLE	ALWAYS	LEO BURNETT BEIRUT	LEBANON
MERRY BALCONIES	PROCTER & GAMBLE	BONUX	LEO BURNETT BEIRUT	LEBANON
7UP WALL OF MUSIC	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
C02 Consumer Products				
FASHION FOR REAL PEOPLE	MAX	FASHION RETAIL	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE TRIBAL RAPPORT FIELD GUIDE	MERCEDES-BENZ	G-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
C03 Consumer Services				
THE FITNESS ACCOUNT	EMIRATES NBD	THE EMIRATES NBD FITNESS ACCOUNT	FP7/DXB, Dubai	UNITED ARAB EMIRATES
GOODBYE BAD LUCK	LA LIBANAISE DES JEUX	LOTO LIBANAIS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
C04 Corporate Image & Communication				
DON'T SELF-PRESCRIBE	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	ANTI ANTIBIOTICS SELF-PRESCRIPTION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE FIRST MINING HELMET PROJECTOR	SAUDI ARABIAN MINING COMPANY 'MA'ADEN'	ANNUAL REPORT	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
C05 Charities, Public Health, Safety & Awareness Messages				
BACKUP MEMORY	SAMSUNG	MOBILE APP	3SG-BBDO, Ariana	TUNISIA
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DOWNTOWN FONTS	AL ISMAELIA	REAL ESTATE	J. WALTER THOMPSON CAIRO	EGYPT
D01 Integrated Campaign led by Direct Marketing				
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
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