

MEDIA WINNERS

| Title | Advertiser/Client | Product/Service | Entrant Company | Country | Media Agency | Country |
|--|---|---------------------------------------|--------------------------------|----------------------|------------------------|----------------------|
| Grand Prix | | | | | | |
| THE CAMPAIGN THAT NEVER SAW THE LIGHT | SAUDI TELECOM COMPANY | SERVICE APP | J. WALTER THOMPSON RIYADH * | SAUDI ARABIA | STARCOM, Riyadh | SAUDI ARABIA |
| Gold | | | | | | |
| NEVER TOO OLD FOR CHRISTMAS | ABED TAHAN | ABED TAHAN | RÉPUBLIQUE, Beirut * | LEBANON | RÉPUBLIQUE, Beirut | LEBANON |
| AD D | NATIONAL HEALTH INSURANCE COMPANY - DAMAN | VITAMIN D EDUCATION | FP7/DXB, Dubai * | UNITED ARAB EMIRATES | FP7/DXB, Dubai | UNITED ARAB EMIRATES |
| GHANEELY | ORANGE | ORANGE - GAHNEELY - MUSIC APPLICATION | FP7/CAI, Cairo * | EGYPT | | |
| PASS A SMILE | LAY'S | LAY'S POTATO CHIPS | BBDO PAKISTAN, Lahore * | PAKISTAN | | |
| Silver | | | | | | |
| STOP THE HUNGER | MARS | SNICKERS | IMPACT BBDO, Dubai * | UNITED ARAB EMIRATES | | |
| THE SEA CEMETERY | SUPPORT TO LIFE | SOCIAL RESPONSIBILITY | TBWA/ISTANBUL * | TURKEY | | |
| CHAMPION'S HIJACK | GO SPORT | GO SPORT RETAIL STORES | TBWA/IRAAD, Dubai * | UNITED ARAB EMIRATES | OMD, Dubai | UNITED ARAB EMIRATES |
| NEWSWORTHY BOOKS | JARIR | BOOKS | J. WALTER THOMPSON RIYADH * | SAUDI ARABIA | MEDIACOM, Riyadh | SAUDI ARABIA |
| SWITCHED ON | PEPSICO | 7UP | IMPACT BBDO, Dubai * | UNITED ARAB EMIRATES | OMD, Dubai | UNITED ARAB EMIRATES |
| YOUR JERSEY. YOUR FLAG. | COCA-COLA | COKE RED | FP7/CAI, Cairo * | EGYPT | | |
| WHAT PEOPLE SAY ABOUT US | ZOOBA EATS | ZOOBA | KAIRO, Cairo * | EGYPT | KAIRO, Cairo | EGYPT |
| LEGALLY BRIDE | KAFA (ENOUGH) VIOLENCE & EXPLOITATION | WOMAN'S RIGHTS NGO | LEO BURNETT BEIRUT * | LEBANON | | |
| CHICLETS LIVE EPISODES | MONDELÉZ | CHICLETS | J. WALTER THOMPSON CAIRO * | EGYPT | STARCOM, Cairo | EGYPT |
| THE CAMPAIGN THAT NEVER SAW THE LIGHT | SAUDI TELECOM COMPANY | SERVICE APP | J. WALTER THOMPSON RIYADH * | SAUDI ARABIA | STARCOM, Riyadh | SAUDI ARABIA |
| Bronze | | | | | | |
| OREO WONDERFILLED | MONDELÉZ INTERNATIONAL | OREO BISCUIT | MEDIAVEST SPARK, Dubai * | UNITED ARAB EMIRATES | MEDIAVEST SPARK, Dubai | UNITED ARAB EMIRATES |
| 'BOSE BETWEEN THE EARS' | BOSE | BOSE QC35 | MEDIACOM MENA, Dubai * | UNITED ARAB EMIRATES | MEDIACOM MENA, Dubai | UNITED ARAB EMIRATES |
| HADIA TIME | LENOVO MIDDLE EAST | LENOVO | MEMAC OGIIVY & MATHER, Dubai * | UNITED ARAB EMIRATES | MINDSHARE DUBAI | UNITED ARAB EMIRATES |
| A PRICELESS DELIVERY | MASTERCARD | PRICELESS CAUSES | FP7/DXB, Dubai * | UNITED ARAB EMIRATES | FP7/DXB, Dubai | UNITED ARAB EMIRATES |
| ONE-DROP BOTTLE | PRIL | DISHWASHING LIQUID | TBWA/IRAAD, Dubai * | UNITED ARAB EMIRATES | OMD, Dubai | UNITED ARAB EMIRATES |
| THE HAMMAM FIGHTER | ORANGE | 4G SERVICES | FP7/TUN, Tunis * | TUNISIA | FP7/TUN, Tunis | TUNISIA |
| THE 1ST EVER GENUINE SOCIAL MEDIA NEWSROOM | MONDELÉZ INTERNATIONAL | CADBURY OREO CHOCOLATE BISCUIT | MEDIAVEST SPARK, Dubai * | UNITED ARAB EMIRATES | MEDIAVEST SPARK, Dubai | UNITED ARAB EMIRATES |
| TWITTERFERENCE | BATELCO | OOKLA SPEEDTEST AWARD | FP7/BAH, Manama * | BAHRAIN | FP7/BAH, Manama | BAHRAIN |
| CHICLETS LIVE EPISODES | MONDELÉZ | CHICLETS | J. WALTER THOMPSON CAIRO * | EGYPT | STARCOM, Cairo | EGYPT |
| HUMAN CROSSING | VOLKSWAGEN MIDDLE EAST | ROAD SAFETY | MEMAC OGIIVY & MATHER, Dubai * | UNITED ARAB EMIRATES | | |
| 'CHILLING CONTENT' | GSK | SENSODYNE ADVANCE REPAIR & PROTECT | MEDIACOM MENA, Dubai * | UNITED ARAB EMIRATES | MEDIACOM MENA, Dubai | UNITED ARAB EMIRATES |
| FANS COME FIRST | VODAFONE | TELECOMMUNICATION | J. WALTER THOMPSON CAIRO * | EGYPT | MEC GLOBAL, Cairo | EGYPT |
| THE HAMMAM FIGHTER | ORANGE | 4G SERVICES | FP7/TUN, Tunis * | TUNISIA | FP7/TUN, Tunis | TUNISIA |
| COKE ACN | COCA-COLA | COKE RED | FP7/CAI, Cairo | EGYPT | UM7, Cairo * | EGYPT |