

PRINT & OUTDOOR CRAFT SHORTLIST

| Title | Advertiser/Client | Product/Service | Entrant Company | Country |
|---|---|---------------------------------|------------------------------|----------------------|
| A01 Art Direction | | | | |
| CANNED SOUP | IKEA - SAUDI ARABIA | SMART STORAGE SOLUTIONS | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| 70'S STAR | IKEA - SAUDI ARABIA | SMART STORAGE SOLUTIONS | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| BACK HAIR | IKEA - SAUDI ARABIA | SMART STORAGE SOLUTIONS | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| LOVE HANDLES | IKEA - SAUDI ARABIA | SMART STORAGE SOLUTIONS | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| THOUSAND DOLLARS | IKEA - SAUDI ARABIA | SMART STORAGE SOLUTIONS | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| NOSE JOB | IKEA - SAUDI ARABIA | SMART STORAGE SOLUTIONS | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| MAKE UP | THE CARTEL | THE CARTEL | Y&R DUBAI | UNITED ARAB EMIRATES |
| SHOES | THE CARTEL | THE CARTEL | Y&R DUBAI | UNITED ARAB EMIRATES |
| BAG | VOLVO | SEAT BELTS | MEMAC OGILVY & MATHER, Doha | QATAR |
| SHOES | VOLVO | SEAT BELTS | MEMAC OGILVY & MATHER, Doha | QATAR |
| CHICKEN | GENERAL ELECTRIC | GE HOODS | WUNDERMAN DUBAI | UNITED ARAB EMIRATES |
| GARLIC | GENERAL ELECTRIC | GE HOODS | WUNDERMAN DUBAI | UNITED ARAB EMIRATES |
| FISH | GENERAL ELECTRIC | GE HOODS | WUNDERMAN DUBAI | UNITED ARAB EMIRATES |
| DHALIYA | GO SPORT | GO SPORT | TBWA\RAAD, Dubai | UNITED ARAB EMIRATES |
| FATIHA | GO SPORT | GO SPORT | TBWA\RAAD, Dubai | UNITED ARAB EMIRATES |
| DOG | SYDLEXIA | DYSLEXIA CORRECTING FACILITY | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| RABBIT | SYDLEXIA | DYSLEXIA CORRECTING FACILITY | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| DINOSAUR | SYDLEXIA | DYSLEXIA CORRECTING FACILITY | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| FOX | SYDLEXIA | DYSLEXIA CORRECTING FACILITY | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| ALWAYS ON GUARD | ETISALAT | SECURITY CAMERA | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| THE HOLIDAY | VISA | TRAVEL INSURANCE | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| ICE CREAM RUN | HSBC | HSBC HOME LOANS | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| RATRYOSHKHA | BOECKER | PUBLIC HEALTH DEPARTMENT | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| ANTRYOSHKHA | BOECKER | PUBLIC HEALTH DEPARTMENT | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| COCKRYOSHKHA | BOECKER | PUBLIC HEALTH DEPARTMENT | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| AD D | NATIONAL HEALTH INSURANCE COMPANY - DAMAN | VITAMIN D EDUCATION | FP7/DXB, Dubai | UNITED ARAB EMIRATES |
| A02 Copywriting | | | | |
| LOVE HANDLES | IKEA - SAUDI ARABIA | SMART STORAGE SOLUTIONS | MEMAC OGILVY & MATHER, Dubai | UNITED ARAB EMIRATES |
| 24F | SENNHEISER MIDDLE EAST | PXC 550 | BPG BATES, Dubai | UNITED ARAB EMIRATES |
| 12B | SENNHEISER MIDDLE EAST | PXC 550 | BPG BATES, Dubai | UNITED ARAB EMIRATES |
| 16E | SENNHEISER MIDDLE EAST | PXC 550 | BPG BATES, Dubai | UNITED ARAB EMIRATES |
| PILOT | MERCEDES | MERCEDES G CLASS | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| A03 Illustration | | | | |
| PARLIAMENT | UN WOMEN | UN WOMEN | DDB DUBAI | UNITED ARAB EMIRATES |
| SCIENCE | UN WOMEN | UN WOMEN | DDB DUBAI | UNITED ARAB EMIRATES |
| TECHNOLOGY | UN WOMEN | UN WOMEN | DDB DUBAI | UNITED ARAB EMIRATES |
| TARAB | SAMSUNG KSA | SAMSUNG LEVEL ON PRO HEADPHONES | CHEIL MENA, Dubai | UNITED ARAB EMIRATES |
| CLASSICAL | SAMSUNG KSA | SAMSUNG LEVEL ON PRO HEADPHONES | CHEIL MENA, Dubai | UNITED ARAB EMIRATES |
| CHICKEN | GENERAL ELECTRIC | GE HOODS | WUNDERMAN DUBAI | UNITED ARAB EMIRATES |
| GARLIC | GENERAL ELECTRIC | GE HOODS | WUNDERMAN DUBAI | UNITED ARAB EMIRATES |
| FISH | GENERAL ELECTRIC | GE HOODS | WUNDERMAN DUBAI | UNITED ARAB EMIRATES |
| ROAD LETTERS | TOUCH BY ZAIN | ROAD SAFETY AWARENESS | J. WALTER THOMPSON, Doha | QATAR |
| RATRYOSHKHA | BOECKER | PUBLIC HEALTH DEPARTMENT | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| ANTRYOSHKHA | BOECKER | PUBLIC HEALTH DEPARTMENT | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| COCKRYOSHKHA | BOECKER | PUBLIC HEALTH DEPARTMENT | J. WALTER THOMPSON DUBAI | UNITED ARAB EMIRATES |
| VEILS OF PRIDE SHAIKHA | TATHQEEF | CORPORATE IMAGE | GREY MENA, Dubai | UNITED ARAB EMIRATES |
| VEILS OF PRIDE MOUZA | TATHQEEF | CORPORATE IMAGE | GREY MENA, Dubai | UNITED ARAB EMIRATES |
| A04 Photography | | | | |
| RING | THE CARTEL | THE CARTEL | Y&R DUBAI | UNITED ARAB EMIRATES |
| MAKE UP | THE CARTEL | THE CARTEL | Y&R DUBAI | UNITED ARAB EMIRATES |
| SHOES | THE CARTEL | THE CARTEL | Y&R DUBAI | UNITED ARAB EMIRATES |
| ALWAYS ON GUARD | ETISALAT | SECURITY CAMERA | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| A05 Use of Arabic Script / Calligraphy | | | | |
| RESPECT | SASOL | REWRITING RESPECT | MEMAC OGILVY & MATHER, Doha | QATAR |
| CONSIDER | SASOL | REWRITING RESPECT | MEMAC OGILVY & MATHER, Doha | QATAR |
| SHAIKHA | TATHQEEF | CORPORATE IMAGE | GREY MENA, Dubai | UNITED ARAB EMIRATES |
| LOST / REGAINED | LAW ANDAK DAM | BLOOD DONATION | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| IN NEED / FULFILLED | LAW ANDAK DAM | BLOOD DONATION | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| RUN AWAY / COMMIT | LAW ANDAK DAM | BLOOD DONATION | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| SICK / CURED | LAW ANDAK DAM | BLOOD DONATION | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| SUFFERING / HEALING | LAW ANDAK DAM | BLOOD DONATION | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |