

# PROMO & ACTIVATION SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Fast Moving Consumer Goods</b>				
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
YOUR JERSEY. YOUR FLAG.	COCA-COLA	COKE RED	FP7\CAI, Cairo	EGYPT
STOP THE HUNGER	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>A02 Durable Consumer Goods, including Cars</b>				
HADIA TIME	LENOVO MIDDLE EAST	LENOVO	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>				
TRUMP	ROYAL JORDANIAN	SPECIAL PROMOTION	MEMAC OGILVY ADVIZE, Amman	JORDAN
SKIP FRIDAY 13	LA LIBANAISE DES JEUX	LOTTERY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>A05 Financial &amp; Business Products &amp; Services, Commercial Public Services</b>				
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7\TUN, Tunis	TUNISIA
THE AC VESTS	EMIRATES NBD	BUSINESS BANKING	FP7\DXB, Dubai	UNITED ARAB EMIRATES
<b>A06 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
THE SOUND OF VIOLENCE / X-RAY RECORDS	HURRIYET	AILE ICI SIDDETE SON	TBWA\ISTANBUL	TURKEY
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
#BEATME	UN WOMEN PAKISTAN	WOMEN'S EMPOWERMENT	BBDO PAKISTAN, Lahore	PAKISTAN
<b>B01 Guerrilla Marketing &amp; Stunts</b>				
BALD FOR YOU	MURR TELEVISION	BREAST CANCER AWARENESS MONTH	FP7\BEY, Beirut	LEBANON
<b>B02 Live Shows, Festivals &amp; Exhibitions</b>				
SWITCHED ON	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>B03 Use of Ambient Media: Small Scale</b>				
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
IKEA IT'S THAT AFFORDABLE PRICE TAGS	IKEA - SAUDI ARABIA	IKEA TAGS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
<b>B04 Use of Ambient Media: Large Scale</b>				
SWITCHED ON	PEPSICO	7UP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>B05 Use of Customer in-Store Experience</b>				
ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>B06 Use of Competitions &amp; Promotional Games</b>				
STOP THE HUNGER	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>B07 Use of Broadcast</b>				
EMIRATES MOVIE INDEX	EMIRATES HOLIDAYS	EMIRATES HOLIDAYS	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>B08 Use of Print or Outdoor</b>				
CHAMPION'S HIJACK	GO SPORT	GO SPORT RETAIL STORES	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
THE MONSOON BILLBOARD	VARUNA PUMPS	VARUNA PUMPS	Y&R DUBAI	UNITED ARAB EMIRATES
<b>C01 Use of Digital Platforms</b>				
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7\TUN, Tunis	TUNISIA
HADIA TIME	LENOVO MIDDLE EAST	LENOVO	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
<b>C02 Use of Social Platforms</b>				
LEGALLY BRIDE	KAFA (ENOUGH) VIOLENCE & EXPLOITATION	WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
FIGHTING FISTS WITH A FINGER	DUBAI FOUNDATION FOR WOMEN & CHILDREN	ANTI-DOMESTIC VIOLENCE	FP7\DXB, Dubai	UNITED ARAB EMIRATES
FLAWLESSNESS	ENTI.MA	FASHION AND LIFESTYLE ONLINE MAGAZINE	J. WALTER THOMPSON, Casablanca	MOROCCO
<b>C03 Use of Technology</b>				
HUMAN CROSSING	VOLKSWAGEN MIDDLE EAST	ROAD SAFETY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
TRAFFIC GAAYE	VIDEOCON MOBILE	VIDEOCON MOBILE	Y&R DUBAI	UNITED ARAB EMIRATES
<b>E01 Integrated Campaign led by Promo &amp; Activation</b>				
YOUR JERSEY. YOUR FLAG.	COCA-COLA	COKE RED	FP7\CAI, Cairo	EGYPT
<b>E02 Small Budget Campaign</b>				
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
IKEA IT'S THAT AFFORDABLE PRICE TAGS	IKEA - SAUDI ARABIA	IKEA TAGS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES