PROMO & ACTIVATION SHORTLIST



Title	A do (Oli 4	Dec des d'Ormina	First Community	
Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods ONE-DROP BOTTLE	DD#	DISHWASHING LIQUID	TOWARDA D. D. L.	LINUTED ADAD EMIDATED
YOUR JERSEY. YOUR FLAG.	PRIL COCA-COLA		TBWA\RAAD, Dubai	UNITED ARAB EMIRATES EGYPT
STOP THE HUNGER	MARS	COKE RED SNICKERS	FP7/CAI, Cairo IMPACT BBDO. Dubai	UNITED ARAB EMIRATES
A02 Durable Consumer Goods, including		SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
HADIA TIME	LENOVO MIDDLE EAST	LENOVO	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants		LENGVO	WEWAC OGIEV F & WATHER, Dubai	UNITED ARAB EMIRATES
TRUMP	ROYAL JORDANIAN	SPECIAL PROMOTION	MEMAC OGILVY ADVIZE. Amman	JORDAN
SKIP FRIDAY 13	LA LIBANAISE DES JEUX	LOTTERY	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A05 Financial & Business Products & Se		LOTTEN	IIVII ACT BBBO, Bubai	ONITED AIVAD EMINATES
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7/TUN. Tunis	TUNISIA
THE AC VESTS	EMIRATES NBD	BUSINESS BANKING	FP7/DXB, Dubai	UNITED ARAB EMIRATES
A06 Charities, Public Health & Safety, Pu		BUSINESS BANKING	TT TIDAD, Dubai	ONTED AIVAD LIMITATES
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
B01 Guerrilla Marketing & Stunts	UN WUMEN PARISTAN	WOMEN'S EMPOWERMENT	BBDO PARISTAIN, Lariore	PARISTAN
BALD FOR YOU	MURR TELEVISION	BREAST CANCER AWARENESS MONTH	FP7/BEY, Beirut	LEBANON
B02 Live Shows, Festivals & Exhibitions		BREAST CANCER AWARENESS MONTH	FP7/BET, Bellul	LEBANON
SWITCHED ON	PEPSICO	7UP	IMPACT BBDO, Dubai	LINITED ADAD EMIDATES
B03 Use of Ambient Media: Small Scale	FEF3ICO	70F	INFACT BBDO, Dubai	UNITED ARAB EMIRATES
ONE-DROP BOTTLE	DDII	DICLIMACCINIC LIQUID	TDWANDAAD Dukei	LINITED ADAD EMIDATES
FOOTNOTE FOR THE BREAST	PRIL	DISHWASHING LIQUID HEALTHCARE	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
	MEDCARE WOMEN & CHILDREN HOSPITAL		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
B04 Use of Ambient Media: Large Scale SWITCHED ON	PEPSICO	7UP	IMPACT PPPO Dukei	LINUTED ADAD EMIDATES
		706	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B05 Use of Customer in-Store Experience ONE-DROP BOTTLE	PRIL	DISHWASHING LIQUID	TDWANDAAD Dukei	LINITED ADAD EMIDATES
		DISHWASHING LIQUID	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
B06 Use of Competitions & Promotional		ONIOVEDO	IMPACT PROGRAM	LINUTED ADAD EMIDATES
STOP THE HUNGER	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B07 Use of Broadcast	EMIDATEO HOLIDAYO	EMIDATES HOLIDAYS	TOWARD DATE:	LINUTED ADAD EMIDATES
EMIRATES MOVIE INDEX	EMIRATES HOLIDAYS	EMIRATES HOLIDAYS	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
B08 Use of Print or Outdoor				
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
C01 Use of Digital Platforms		40.05514050		T1 11 11 11 11 11 11 11 11 11 11 11 11 1
THE HAMMAM FIGHTER	ORANGE	4G SERVICES	FP7/TUN, Tunis	TUNISIA
HADIA TIME	LENOVO MIDDLE EAST	LENOVO	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
C02 Use of Social Platforms	KAFA (FNOUGH) MOLENIES & SIZE & SIZE	WOMANIO PIGUTO NOS	LEO DUDNETT DEIDUT	LEBANON
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 C03 Use of Technology	ENTI.MA	FASHION AND LIFESTYLE ONLINE MAGAZINE	J. WALTER THOMPSON, Casablanca	MOROCCO
C03 Use of Technology	VOLKOWA OFNI MIDDLE FACT	DOAD SAFETY	MEMAC COULVEY & MATHER C. b.s.	LIMITED ADAD SAUDATES
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
E01 Integrated Campaign led by Promo				50/07
YOUR JERSEY. YOUR FLAG.	COCA-COLA	COKE RED	FP7/CAI, Cairo	EGYPT
E02 Small Budget Campaign				
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