

RADIO SHORTLIST

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Fast Moving Consumer Goods						
SWEET DREAMS	JOHNSON & JOHNSON	JOHNSON'S BABY OIL	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES		
ELEVATOR	DAC	DAC ANTIBACTERIAL	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES		
HOSPITAL	DAC	DAC ANTIBACTERIAL	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES		
A03 Cars & Automotive Products & Services						
BLIND DATE	NISSAN	360 AROUND VIEW MONITOR	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES		
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
ANNA POLITKOVSKAYA	KINOKUNIYA	BOOKSTORE	J. WALTER THOMPSON DUBAI *	UNITED ARAB EMIRATES	BKP MEDIA GROUP, Dubai	UNITED ARAB EMIRATES
BERTOLT BRECHT	KINOKUNIYA	BOOKSTORE	J. WALTER THOMPSON DUBAI *	UNITED ARAB EMIRATES	BKP MEDIA GROUP, Dubai	UNITED ARAB EMIRATES
LIAO YIWU	KINOKUNIYA	BOOKSTORE	J. WALTER THOMPSON DUBAI *	UNITED ARAB EMIRATES	BKP MEDIA GROUP, Dubai	UNITED ARAB EMIRATES
MARQUIS DE SADE	KINOKUNIYA	BOOKSTORE	J. WALTER THOMPSON DUBAI *	UNITED ARAB EMIRATES	BKP MEDIA GROUP, Dubai	UNITED ARAB EMIRATES
FIRECRACKER	KFC	KFC FIRECRACKER CHICKEN	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES		
A06 Financial Products & Services, Commercial Public Services, Business Products & Services						
FLOWERS	VISA	VISA PREPAID GIFT CARDS	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
IVAN	STANDARD CHARTERED BANK	VISA INFINITE CREDIT CARD	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES		
A08 Charities, Public Health & Safety, Public Awareness Messages						
DON'T LEAVE YOUR CHILDREN BEHIND	RPS	ROAD SAFETY	BPG BATES, Dubai *	UNITED ARAB EMIRATES		
SISTER	KAFA	KAFA	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES		
B01 Use of Music or Sound Design						
SWEET DREAMS	JOHNSON & JOHNSON	JOHNSON'S BABY OIL	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES		
B02 Script						
FLOWERS	VISA	VISA PREPAID GIFT CARDS	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE PARENT BRAG OFF	CENTREPOINT - LANDMARK GROUP	CENTREPOINT RETAIL STORE	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES		
FIRECRACKER	KFC	KFC FIRECRACKER CHICKEN	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES		
MOTHER	KAFA	KAFA	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES		
SISTER	KAFA	KAFA	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES		
B03 Casting & Performance						
SILVER LINING	CENTREPOINT	RETAIL STORE	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	GOOD PEOPLE, Beirut	LEBANON
FLOWERS	VISA	VISA PREPAID GIFT CARDS	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
PERFUME	VISA	VISA PREPAID GIFT CARDS	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
TEDDY BEAR	VISA	VISA PREPAID GIFT CARDS	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FIRECRACKER	KFC	KFC FIRECRACKER CHICKEN	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES		
C01 Use of Radio & Audio as a Medium						
DON'T LEAVE YOUR CHILDREN BEHIND	RPS	ROAD SAFETY	BPG BATES, Dubai *	UNITED ARAB EMIRATES		