

# FILM SHORTLIST

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| Title                                                                  | Advertiser/Client                                            | Product/Service                                 | Entrant Company                 | Country              | Production Company                                 | Country                                |
|------------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------------|---------------------------------|----------------------|----------------------------------------------------|----------------------------------------|
| <b>A01 Food</b>                                                        |                                                              |                                                 |                                 |                      |                                                    |                                        |
| FIFTY YEARS OF MOTHERHOOD                                              | DANONE                                                       | DANONE YOGHURT                                  | SHEM'S PUBLICITE, Casablanca    | MOROCCO              | GOOD PEOPLE FILMS, Cairo / VIDEORAMA, Casablanca * | EGYPT / MOROCCO                        |
| MOTHER RUSSIA                                                          | EGYPT FOODS                                                  | FOOD INDUSTRY                                   | THE ACADEMY, Giza *             | EGYPT                |                                                    |                                        |
| <b>A02 Drinks</b>                                                      |                                                              |                                                 |                                 |                      |                                                    |                                        |
| SLOTH                                                                  | NATURAL TRADING DEVELOPMENT ENTERPRISE                       | VITAENE C                                       | MEMAC OGILVY & MATHER, Dubai *  | UNITED ARAB EMIRATES | MITRA FILM, Bucharest                              | ROMANIA                                |
| <b>A04 Durable Consumer Goods</b>                                      |                                                              |                                                 |                                 |                      |                                                    |                                        |
| RESTAURANT                                                             | MIRACO EGYPT                                                 | MIDEA MISSION AC                                | J. WALTER THOMPSON CAIRO *      | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| <b>A06 Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b>      |                                                              |                                                 |                                 |                      |                                                    |                                        |
| CHIZZA                                                                 | KFC                                                          | KFC CHIZZA                                      | IMPACT BBDO, Dubai *            | UNITED ARAB EMIRATES | MMI, Essex                                         | UNITED KINGDOM                         |
| HAIRCUT                                                                | MCDONALD'S                                                   | MCDONALD'S COMBO MEAL                           | FP7/CAI, Cairo *                | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| FUR                                                                    | MCDONALD'S                                                   | MCDONALD'S COMBO MEAL                           | FP7/CAI, Cairo *                | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| BALANCE SHEET                                                          | MCDONALD'S                                                   | MCDONALD'S COMBO MEAL                           | FP7/CAI, Cairo *                | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| <b>A08 Media &amp; Publications</b>                                    |                                                              |                                                 |                                 |                      |                                                    |                                        |
| HELIUM SUIT                                                            | OSN                                                          | WAVO                                            | MISFITS, Dubai *                | UNITED ARAB EMIRATES | MISFITS, Dubai / MONTAGE PRODUCTIONS, Dubai        | UNITED ARAB EMIRATES                   |
| <b>A09 Financial Products &amp; Services</b>                           |                                                              |                                                 |                                 |                      |                                                    |                                        |
| DOOR                                                                   | EGBANK                                                       | EGBANK                                          | FP7/CAI, Cairo *                | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| STAIRS                                                                 | EGBANK                                                       | EGBANK                                          | FP7/CAI, Cairo *                | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| FIGHT                                                                  | EGBANK                                                       | EGBANK                                          | FP7/CAI, Cairo *                | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| JUICE                                                                  | EGBANK                                                       | EGBANK                                          | FP7/CAI, Cairo *                | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| <b>A11 Commercial Public Services</b>                                  |                                                              |                                                 |                                 |                      |                                                    |                                        |
| LOVE IT                                                                | DU                                                           | TELECOM                                         | GOOD PEOPLE CONTENT, Cairo *    | EGYPT                | GOOD PEOPLE FILMS, Cairo / LIZARD VFX, Cairo       | EGYPT                                  |
| MEET YOUR MOTHER                                                       | DU                                                           | TELECOM                                         | GOOD PEOPLE CONTENT, Cairo *    | EGYPT                | GOOD PEOPLE FILMS, Cairo                           | EGYPT                                  |
| <b>B01 Fast Moving Consumer Goods</b>                                  |                                                              |                                                 |                                 |                      |                                                    |                                        |
| CLORETS: SO CLOSE                                                      | MONDELEZ                                                     | CLORETS - CHEWING GUM                           | J. WALTER THOMPSON CAIRO *      | EGYPT                | OMAR HILAL, Maadi                                  | EGYPT                                  |
| <b>B02 Durable Consumer Goods, including Cars</b>                      |                                                              |                                                 |                                 |                      |                                                    |                                        |
| THE DATE                                                               | AWR ARABIAN AUTOMOBILES                                      | NISSAN REMOTE ENGINE START                      | TBWA/RAAD, Dubai *              | UNITED ARAB EMIRATES | CAPITAL D, Dubai / HERTZ RADIO                     | UNITED ARAB EMIRATES / THE PHILIPPINES |
| THE INTERVIEW                                                          | AWR ARABIAN AUTOMOBILES                                      | NISSAN REMOTE ENGINE START                      | TBWA/RAAD, Dubai *              | UNITED ARAB EMIRATES | CAPITAL D, Dubai / HERTZ RADIO                     | UNITED ARAB EMIRATES / THE PHILIPPINES |
| KEFA SPARE PARTS                                                       | AWR ARABIAN AUTOMOBILES                                      | NISSAN GENUINE PARTS / SERVICE CENTER           | TBWA/RAAD, Dubai *              | UNITED ARAB EMIRATES |                                                    |                                        |
| <b>B03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> |                                                              |                                                 |                                 |                      |                                                    |                                        |
| GREED                                                                  | LANDMARK GROUP                                               | CENTREPOINT                                     | IMPACT BBDO, Dubai *            | UNITED ARAB EMIRATES | TRUFFLE, Beirut / PLUNK, Beirut                    | LEBANON                                |
| <b>B04 Media &amp; Publications</b>                                    |                                                              |                                                 |                                 |                      |                                                    |                                        |
| WE'RE LISTENING - THE BIL ARABI DOCUMENTARY                            | VICE                                                         | THE LAUNCH OF VICE ARABIA                       | VICE ARABIA, Dubai *            | UNITED ARAB EMIRATES | VICE ARABIA, Dubai                                 | UNITED ARAB EMIRATES                   |
| <b>B06 Corporate Image &amp; Sponsorship</b>                           |                                                              |                                                 |                                 |                      |                                                    |                                        |
| THE BOY NOBODY COULD SEE                                               | LANDMARK GROUP                                               | CENTREPOINT                                     | IMPACT BBDO, Dubai *            | UNITED ARAB EMIRATES | TRUFFLE, Beirut / MPC, London                      | LEBANON / UNITED KINGDOM               |
| <b>B07 Corporate Social Responsibility</b>                             |                                                              |                                                 |                                 |                      |                                                    |                                        |
| FEAR OF FLYING                                                         | ROYAL JORDANIAN                                              | AIRLINE / SOCIAL MESSAGE                        | MEMAC OGILVY ADVIZE, Amman *    | JORDAN               | DEJAVU, Dubai                                      | UNITED ARAB EMIRATES                   |
| #SHEDRIVES                                                             | NISSAN SAUDI ARABIA                                          | INSTITUTIONAL                                   | TBWA/RAAD, Dubai *              | UNITED ARAB EMIRATES | MADE IN SAUDI FILMS, Jeddah                        | SAUDI ARABIA                           |
| <b>C01 Viral Film</b>                                                  |                                                              |                                                 |                                 |                      |                                                    |                                        |
| WE WILL SING LOVE                                                      | MOBILE TELECOMMUNICATION COMPANY (ZAIN)                      | MOBILE TELECOMMUNICATION COMPANY (ZAIN) RAMADAN | LOTS OF JOY PRODUCTIONS, Kuwait | KUWAIT               | LOTS OF JOY PRODUCTIONS, Kuwait                    | KUWAIT                                 |
| <b>C02 Branded Content &amp; Entertainment Film</b>                    |                                                              |                                                 |                                 |                      |                                                    |                                        |
| IMAGINE DUBAI                                                          | DCTCM - DUBAI CORPORATION FOR TOURISM AND COMMERCE MARKETING | CITY OF DUBAI                                   | HAVAS MEDIA, Paris              | FRANCE               | JOSEPH KAHN, New York                              | USA                                    |