

INTERACTIVE WINNERS



| Title | Advertiser/Client | Product/Service | Entrant Company | Country |
|--|---------------------|---|-----------------------|----------------------|
| Grand Prix | | | | |
| #SHEDRIVES | NISSAN SAUDI ARABIA | INSTITUTIONAL | TBWAI RAAD, Dubai | UNITED ARAB EMIRATES |
| Gold | | | | |
| #SHEDRIVES | NISSAN SAUDI ARABIA | INSTITUTIONAL | TBWAI RAAD, Dubai | UNITED ARAB EMIRATES |
| Silver | | | | |
| THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY | OMO | "DIRT IS GOOD" RELAUNCH | FP7/DXB, Dubai | UNITED ARAB EMIRATES |
| STING 'REMAKE THE BOXER' | PEPSICO. | STING ENERGY DRINK | BBDO PAKISTAN, Lahore | PAKISTAN |
| Bronze | | | | |
| THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY | OMO | "DIRT IS GOOD" RELAUNCH | FP7/DXB, Dubai | UNITED ARAB EMIRATES |
| #SHEDRIVES | NISSAN SAUDI ARABIA | INSTITUTIONAL | TBWAI RAAD, Dubai | UNITED ARAB EMIRATES |
| AN ODE TO ARAB FEMINISM | MASHROU' LEILA | IBN EL LEIL (SON OF THE NIGHT) DELUXE EDITION | FP7/BEY, Beirut | LEBANON |
| FOR EVERY LITTLE WONDER | JOHNSON & JOHNSON | JOHNSON'S | IMPACT BBDO, Dubai | UNITED ARAB EMIRATES |
| CAMELPOWER | NISSAN | DESERT LINEUP | TBWAI RAAD, Dubai | UNITED ARAB EMIRATES |
| REIMAGINE ZAHRA'S WORLD | UNHCR | PS BATTLE | OGILVYONE, Dubai | UNITED ARAB EMIRATES |