## **PR** SHORTLIST



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods	Advertiser/Client	Product/Service	Entrant Company	Country
THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY	OMO	"DIRT IS GOOD" RELAUNCH	FP7/DXB. Dubai	UNITED ARAB EMIRATES
A02 Durable Consumer Goods, including Cars	Civio	DIKT IS GOOD KELAUNCH	TT TOXB, Dubai	ONTED ANAB EMINATES
CAMELPOWER	NISSAN	DESERT LINEUP	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains	HIOOAH	DECERT ENTEG	15W/WVVD, Bubui	ONTED AND EMILOTIES
EM KHALIL	BOU KHALIL SUPERMARKET	CORPORATE	J. WALTER THOMPSON BEIRUT	LEBANON
A05 Financial Products & Services, Commercial Public Services,		CONTONATE	3. WALTER THOWN SON BEIROT	LEBANON
THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	WOMEN'S CARD	FP7/RUH, Riyadh	SAUDI ARABIA
A06 Public Sector	AL IO WITH BANK	WOMEN OF THE	TT //ttori, rayadii	ONODI MICHELIN
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
A07 Charities & Non-profit	WINTERFOR TO BEIGHE TEACHT, 74 GIVANOT/AV	THE IMMORTH OFFICE	WCO/WW WODA, Walibal	INDIX
VOICE FOR ALAN	UNHCR	UNHCR - REFUGEE AID	Y&R DUBAI	UNITED ARAB EMIRATES
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
B02 Business Citizenship / Corporate Responsibility	OR WOMER FAMOUAL	1 OBEIO CERVICE	BBBO 174401744, Edilore	174401744
EM KHALIL	BOU KHALIL SUPERMARKET	CORPORATE	J. WALTER THOMPSON BEIRUT	LEBANON
THE LIGHT PIN PROJECT	UNILEVER	OMO	RÉPUBLIQUE, Beirut	LEBANON
B05 Events & Stunts	ONIEEVER	OMO	THE OBEIGOE, BUILD	LLD/WOIV
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
ELEGUNS	PPM	N/A	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
B07 Sponsorship & Partnerships	F T 1VI	IVA	3. WALTER THOWN SON RITADIT	SAUDI AIVABIA
CAMELPOWER	NISSAN	DESERT LINEUP	TBWA\RAAD, Dubai	UNITED ARAB EMIRATE
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
B08 Launch / Re-launch	OR WOMER FAMOUAL	1 OBEIO CERVICE	BBBO 174401744, Edilore	174401744
CAMELPOWER	NISSAN	DESERT LINEUP	TBWA\RAAD, Dubai	UNITED ARAB EMIRATE
B09 Brand Voice & Strategic Storytelling	111007.11	DECENT ENTEG	15th til d tile, Babai	OTTI ESTA DE LIMITATE
POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATE
THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY	OMO	"DIRT IS GOOD" RELAUNCH	FP7/DXB, Dubai	UNITED ARAB EMIRATE
B10 Content-led Engagement & Marketing			,	
#CHANGETHECLAP	ASIA PACIFIC TRANSGENDER NETWORK	N/A	BBDO PAKISTAN, Lahore	PAKISTAN
C01 Use of Digital in a PR Campaign			. ,	-
POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATE
C02 Use of Social in a PR Campaign				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWA\RAAD, Dubai	UNITED ARAB EMIRATE
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATE
THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY	ОМО	"DIRT IS GOOD" RELAUNCH	FP7/DXB, Dubai	UNITED ARAB EMIRATE
C03 Use of Technology				
POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATE
D01 Integrated Campaign led by PR			, , , , , , , , , , , , , , , , , , , ,	
NOT BEFORE 18	RDFL	AWARENESS CAMPAIGN	J. WALTER THOMPSON BEIRUT	LEBANON
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