PROMO & ACTIVATION SHORTLIST



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods	- Tavortisch onent	- Troudetroervice		- Journay
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	ONIO	DIKT IS GOOD IKELAUNCH	TT TIDAB, Dubai	ONTED AIVAD LIMITATES
CAMELPOWER	NISSAN	DESERT LINEUP	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains	NOON	DECERT ENTED	15WAROVE, Babai	ONTED AIGHD EMITORIES
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A05 Financial Products & Services, Commercial Public Services, B26		MODELIVERY AFT	TOWAITAND, Dubai	ONTED ANAD LIMINATES
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWA\RAAD. Dubai	UNITED ARAB EMIRATES
A07 Corporate Social Responsibility	CONNECT	OCHINEOT BOOMBEEOU	TOWNIO VID, Dabai	GIVITED PROVIDE EMITORIZED
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A08 Public Sector	THOSE WAS DUT		1577 til d V tS, B dodi	0.11.128 7.110.18 2.11.110.1120
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
A09 Charities & Non-profit	minority of regularity and six	THE IMMORTH CIVICAL	moorant mental	
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
REIMAGINE ZAHRA'S WORLD	UNHCR	PS BATTLE	OGILVYONE, Dubai	UNITED ARAB EMIRATES
B01 Use of Ambient Media: Small Scale				
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
SKINS OF PEACE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
B04 Use of Print or Outdoor				
SKINS OF PEACE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
C01 Guerrilla Marketing & Stunts				
BRIDAL UNIFORM	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
D02 Use of Mobile				
THE PROMOTICON	MCDONALD'S	MCDELIVERY APP	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
D03 Use of Social Platforms				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
E02 Sponsorship & Partnerships				
CAMELPOWER	NISSAN	DESERT LINEUP	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
BRIDAL UNIFORM				
OTINO IDENAME THE DOVED!	UN WOMEN PAKISTAN	PUBLIC SERVICE	BBDO PAKISTAN, Lahore	PAKISTAN
STING 'REMAKE THE BOXER'	UN WOMEN PAKISTAN PEPSICO.	PUBLIC SERVICE STING ENERGY DRINK	BBDO PAKISTAN, Lahore BBDO PAKISTAN, Lahore	PAKISTAN PAKISTAN
F01 Integrated Campaign led by Promo & Activation				
F01 Integrated Campaign led by Promo & Activation	PEPSICO.	STING ENERGY DRINK	BBDO PAKISTAN, Lahore	PAKISTAN
F01 Integrated Campaign led by Promo & Activation VODAFONE - MAKE IT RAIN	PEPSICO.	STING ENERGY DRINK	BBDO PAKISTAN, Lahore	PAKISTAN