

# Brand Experience & Activation

## Shortlist

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Fast Moving Consumer Goods</b>				
ABSOLUT CIVIL LOVE	ABSOLUT VODKA	ABSOLUT VODKA	INTERESTING TIMES, Beirut	LEBANON
OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
THE HUNGER PROOF FOOTBALL EXPERIENCE	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>A02 Durable Consumer Goods, including Cars</b>				
Q 5-0	INFINITI	Q50	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
UM KHALED	TOYOTA	TOYOTA	J. WALTER THOMPSON JORDAN, Amman	JORDAN
PREDICTIVE RADIO SPOTS	AWR ARABIAN AUTOMOBILE	NISSAN X-TRAIL WITH INTELLIGENT FORWARD COLLISION WARNING.	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>				
LUCKY FACE	LA LIBANAISE DES JEUX	LOTTO	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
<b>A07 Corporate Social Responsibility</b>				
#SHEDRIVES	NISSAN KSA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
THE MISSING	MTV LEBANON	PUBLIC AWARENESS CAMPAIGN	TBWA\RAAD, Beirut	LEBANON
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
<b>A09 Charities &amp; Non-profit</b>				
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>B01 Use of Ambient Media: Small Scale</b>				
OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	MEDICAL PRESCRIPTION STICKERS FOR THE ILLITERATE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
<b>B02 Use of Ambient Media: Large Scale</b>				
PURE TRASH - THE DISGRACEFUL ART SHOW	FOOD NOT TRASH	NGO	MULTIPLY MARKETING CONSULTANCY, Abu Dhabi	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
<b>B03 Use of Broadcast</b>				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
THE MISSING	MTV LEBANON	PUBLIC AWARENESS CAMPAIGN	TBWA\RAAD, Beirut	LEBANON
<b>B04 Use of Print or Outdoor</b>				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
THE BLANK EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>C01 Guerrilla Marketing &amp; Stunts</b>				
THE MISSING	MTV LEBANON	PUBLIC AWARENESS CAMPAIGN	TBWA\RAAD, Beirut	LEBANON
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
THE BLANK EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>C03 Exhibitions / Installations</b>				
ABSOLUT CIVIL LOVE	ABSOLUT VODKA	ABSOLUT VODKA	INTERESTING TIMES, Beirut	LEBANON
ELEVATOR TWEETS	TWITTER	TWITTER	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES
<b>C04 Competitions &amp; Promotional Games</b>				
LUCKY FACE	LA LIBANAISE DES JEUX	LOTTO	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE HUNGER PROOF FOOTBALL EXPERIENCE	MARS	SNICKERS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>C05 Customer Retail / In-Store Experience</b>				
OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>C06 360° Customer Journey</b>				
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
<b>D01 Touchpoint Technology &amp; Tech-led Brand Experience</b>				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>D03 Use of Social &amp; Digital Platforms</b>				
#SHEDRIVES	NISSAN KSA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
SECOND-HAND DOGS	K9 FRIENDS	TBC	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
REST AFTER FAME	IKEA, SAUDI ARABIA	TVEKSAM, EGG CUP	LEO BURNETT, Jeddah	SAUDI ARABIA
THE KFC SCROLL THRU	KFC UAE	KFC	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
<b>E01 Launch / Re-launch</b>				
A WORLD OF WONDER BY JOTUN	JOTUN PAINTS	JOTUN KIDS COLLECTION	WUNDERMAN DUBAI	UNITED ARAB EMIRATES
<b>F01 Integrated Campaign led by Brand Experience &amp; Activation</b>				
#SHEDRIVES	NISSAN KSA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
ABSOLUT CIVIL LOVE	ABSOLUT VODKA	ABSOLUT VODKA	INTERESTING TIMES, Beirut	LEBANON
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
<b>F02 Low Budget / High Impact Campaign</b>				
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
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