

# Brand Experience & Activation

## Winners

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Grand Prix</b>				
OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>Gold</b>				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
<b>Silver</b>				
OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
<b>Bronze</b>				
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
#SHEDRIVES	NISSAN KSA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
#SHEDRIVES	NISSAN KSA	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	MEDICAL PRESCRIPTION STICKERS FOR THE ILLITERATE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES