

# Creative Effectiveness

## Shortlist

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Creative Effectiveness</b>				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWAI RAAD, Dubai	UNITED ARAB EMIRATES
REMAKE THE BOXER	PEPSICO	STING	BBDO PAKISTAN, Lahore	PAKISTAN
AN ODE TO ARAB FEMINISM	MASHROU' LEILA	IBL EL LEIL (SON OF THE NIGHT) DELUXE EDITION	FP7/BEY, Beirut	LEBANON
THE DULLEST AD IN HISTORY FOR THE LEAST ACTIVE KIDS IN HISTORY	OMO	'DIRT IS GOOD' REPOSITIONING	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	LAKI (WOMEN'S CREDIT CARD)	FP7/RUH, Riyadh	SAUDI ARABIA
<b>A02 Creative Effectiveness for Good</b>				
THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN