

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Creation of a new Brand Identity or Rebrand / Refresh of an Existing Brand</b>				
FEAR AND FANTASY FESTIVAL	FASHION FILM FESTIVAL ISTANBUL	FASHION FILM FESTIVAL	TBWA/ISTANBUL	TURKEY
STOP DOWRYMONGERING	UN WOMEN	ANTI FORCED DOWRY	BBDO PAKISTAN, Lahore	PAKISTAN
<b>B01 Publications &amp; Brand Collateral</b>				
THE BULLETPROOF NOVEL	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN
FEAR AND FANTASY FESTIVAL	FASHION FILM FESTIVAL ISTANBUL	FASHION FILM FESTIVAL	TBWA/ISTANBUL	TURKEY
<b>B02 Promotional Item Design</b>				
UNSEEN POTENTIAL	AL TAYER MOTORS	RECYCLED DESIGN	FP7/DXB, Dubai	UNITED ARAB EMIRATES
IKEA SÖMNIG	IKEA UAE	IKEA SÖMNIG	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
THE BULLETPROOF NOVEL	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN
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
<b>B04 Posters</b>				
HIDDEN HINDI	CITI	TRANSFERS TO INDIA	HORIZON FCB, Dubai	UNITED ARAB EMIRATES
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON
MUTILATED WORDS	28 TOO MANY	FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>B05 Books</b>				
THE BULLETPROOF NOVEL	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN
<b>D02 Live Events, Installation &amp; Environment</b>				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA/IRAAD, Dubai	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>D03 Multichannel Experience</b>				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA/IRAAD, Dubai	UNITED ARAB EMIRATES
<b>E01 Packaging Design</b>				
THE 7UP CELEBRATING EGYPT LIMITED EDITION SERIES	PEPSICO EGYPT	7UP	WALI'S STUDIO, Cairo	EGYPT
<b>F02 Well-being, Environmental Impact &amp; Solution</b>				
RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	MEDICAL PRESCRIPTION STICKERS FOR THE ILLITERATE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
<b>G01 Typography</b>				
HIDDEN HINDI	CITI	TRANSFERS TO INDIA	HORIZON FCB, Dubai	UNITED ARAB EMIRATES
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>G02 Illustration</b>				
UNSPOKEN, UAE	THE LIGHTHOUSE CENTRE FOR WELLBEING	WORKPLACE MENTAL HEALTH	McCANN HEALTH, Dubai	UNITED ARAB EMIRATES
PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	TBC	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
<b>G03 Logo Design</b>				
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES