

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
WE ARE OREO PEOPLE	MONDELEZ INTERNATIONAL	OREO	SPARK FOUNDRY, Dubai	UNITED ARAB EMIRATES
TWIX FACE OFF	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A02 Durable Consumer Goods, including Cars				
Q 5-0	INFINITI	Q50	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
BMW CONTEMPORARY 'HER LEGACY'	BMW MIDDLE EAST	BMW 8 SERIES	SERVICEPLAN, Dubai	UNITED ARAB EMIRATES
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
LUCKY FACE	LA LIBANAISE DES JEUX	LOTTO	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
AL UMBOUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE OFFICIAL SPONSOR OF LOSERS	MCDONALD'S	MCDONALD'S WORLD CUP CAMPAIGN	FP7/BEY, Beirut	LEBANON
THE KFC SCROLL THRU	KFC UAE	KFC	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A05 Financial Products & Services, Commercial Public Services, B2B Products & Services				
SLOW FACE	CONNECT	CONNECT BOUNDLESS	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
ELEVATOR TWEETS	TWITTER	TWITTER	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES
HEKAYA FAMILY	ETISALAT MISR	TARRIF	FP7/CAI, Cairo	EGYPT
A07 Corporate Social Responsibility				
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
A09 Charities & Non-profit				
FUTURE REINA	CHILDREN'S CANCER CENTER OF LEBANON	CCCL	RÉPUBLIQUE, Beirut	LEBANON
YOUNG BRIDE	RDFL	RDFL	J. WALTER THOMPSON BEIRUT	LEBANON
B02 Microsites				
TWIX FACE OFF	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B03 Web Service / App				
TWIX FACE OFF	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
C01 Online Ad				
TWIX FACE OFF	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
D01 Social Video				
DRIVE BACK	INFINITI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
SUPPORT HER JOURNEY	SHELL	HELIX	AL JOMAIH AND SHELL LUBRICATING OIL COMPANY LIMITED, Riyadh	SAUDI ARABIA
LITTLE PONY	CHEVROLET	CHEVROLET	COMMONWEALTH/McCANN-, Dubai	UNITED ARAB EMIRATES
DEMAGH TANYA	ETISALAT MISR	TARRIF	FP7/CAI, Cairo	EGYPT
THE ABOU KHALAF'S	CONNECT	CONNECT UNLIMITED	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
D03 Webisodes / Series				
THE CAFE AROUND THE CORNER - EPISODE 2	BANK AUDI	DIGITAL SOLUTIONS/CHANNELS	LEO BURNETT BEIRUT	LEBANON
D04 Brand / Product Video				
GARANTI PENSION - PISA	GARANTI PENSION	PENSION	PUNCH BBDO, Istanbul	TURKEY
E02 Social Purpose				
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
YOUNG BRIDE	RDFL	RDFL	J. WALTER THOMPSON BEIRUT	LEBANON
AL UMBOUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
THE BLANK EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
E03 Innovative Use of Social or Community				
CADILLAC DESIGN	CADILLAC	CADILLAC	INTERESTING TIMES, Beirut	LEBANON
CARGO PASSENGER CLASS	FLYADEAL	FLYADEAL AIRLINE	77 MEDIA, Jeddah	SAUDI ARABIA
100 SIMPLE JOYS OF DRIVING	VOLKSWAGEN MIDDLE EAST	VOLKSWAGEN	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
Q 5-0	INFINITI	Q50	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
E04 Real-Time Response				
HAILSTORM IN ISTANBUL	IKEA	IKEA	TBWA\ISTANBUL	TURKEY
E05 Influencer / Talent				
#THEBREATH	THE ORGANIZING COMMITTEE OF MOROCCO 2026	WORLD CUP 2026: BIDDING NATION	SHARE CONSEIL, Casablanca	MOROCCO
DEMAGH TANYA	ETISALAT MISR	TARRIF	FP7/CAI, Cairo	EGYPT
E06 Co-Creation & User Generated Content				
TWIX FACE OFF	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
E08 Community Building / Management				
NETFLIX-LA CASA DE PAPEL	NETFLIX	NETFLIX LA CASE DE PAPEL	KIJAMII, Cairo	EGYPT
F01 Branded Games				
ABUDHABIGP CHALLENGE	YAS MARINA CIRCUIT/ADMM	FORMULA 1 ABU DHABI GRAND PRIX	SPARK FOUNDRY, Dubai	UNITED ARAB EMIRATES
G02 Branded Tech Offline				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
H01 Integrated Multi-Platform Campaign (Online & Offline)				
SLOW FACE	CONNECT	CONNECT BOUNDLESS	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
TWIX FACE OFF	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
I01 User Experience (UX)				
MCCAFÉ 'SIMPLE'	MCDONALD'S	MCCAFÉ	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
I02 Overall Aesthetic Design				
THE BEST METER IN THE WORLD	PIZZA HUT	LIMO PIZZA	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES
I03 Storytelling				
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
I04 Innovative Use of Technology				
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWAI RAAD, Dubai	UNITED ARAB EMIRATES
FUTURE REINA	CHILDREN'S CANCER CENTER OF LEBANON	CCCL	RÉPUBLIQUE, Beirut	LEBANON