

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Direction				
EXPLAINED TAKE 2	REHLAT	REHLAT APPLICATION	BEATTIE + DANE, Kuwait City	KUWAIT
OFFERS TO YOUR KNEES	ORANGE EGYPT FOR TELECOMMUNICATIONS	RECHARGE CARDS	LEO BURNETT CAIRO	EGYPT
BE THE FUTURE	AMERICAN UNIVERSITY IN CAIRO	AMERICAN UNIVERSITY IN CAIRO	J. WALTER THOMPSON CAIRO	EGYPT
BADYA THE CREATIVE CITY	PALM HILLS DEVELOPMENTS	BADYA	FP7/CAI, Cairo	EGYPT
WHAT ARE WE ALLOWING?	SAUDI TELECOM COMPANY	'TUBY' VIDEO APP FOR KIDS	J. WALTER THOMPSON, Riyadh	SAUDI ARABIA
ELITE THERE'S A WAFER	HORREIA FOOD INDUSTRIES	ELITE WAFER	GOOD PEOPLE, Cairo	EGYPT
GOODBYE SON	IKEA UAE	IKEA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
SARAH. THE GAME CHANGER	SAUDI TELECOM COMPANY	FIBER OPTICS	J. WALTER THOMPSON, Riyadh	SAUDI ARABIA
THE WAITING	ICRC LEBANON	THE MISSING	ICRC LEBANON, Beirut	LEBANON
A02 Script				
EXPLAINED TAKE 2	REHLAT	REHLAT APPLICATION	BEATTIE + DANE, Kuwait City	KUWAIT
HEKAYA FAMILY HOSPITAL	ETISALAT MISR	TARRIF	FP7/CAI, Cairo	EGYPT
HEKAYA FAMILY LIVINGROOM	ETISALAT MISR	TARRIF	FP7/CAI, Cairo	EGYPT
THAT CHEATER	IKEA UAE	IKEA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
MAMA'S LITTLE BOY	IKEA UAE	IKEA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A03 Casting				
FISHEYE WART, UNDOUBTEDLY.	VEZEETA.COM	VEZEETA.COM	KAIRO, Cairo	EGYPT
WHAT ARE WE ALLOWING?	SAUDI TELECOM COMPANY	'TUBY' VIDEO APP FOR KIDS	J. WALTER THOMPSON, Riyadh	SAUDI ARABIA
ELITE THERE'S A WAFER	HORREIA FOOD INDUSTRIES	ELITE WAFER	GOOD PEOPLE, Cairo	EGYPT
SHOWER MISHAP	IKEA UAE	IKEA	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
A04 Production Design / Art Direction				
#POSTVISELY 'IF IT WERE YOUR PAIN. WOULD YOU SHARE IT?'	DU TELCO	DU TELECOM	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
BADYA THE CREATIVE CITY	PALM HILLS DEVELOPMENTS	BADYA	FP7/CAI, Cairo	EGYPT
ROAMOPHOBIA	ETISALAT	ROAMING	IMPACT BBDO, Abu Dhabi	UNITED ARAB EMIRATES
A05 Cinematography				
FIRE	DU TELCO	DU TELECOM	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
CRASH	DU TELCO	DU TELECOM	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
HOW IT BEGINS	MEZZAN HOLDING COMPANY	KITCO	BEATTIE + DANE, Kuwait City	KUWAIT
BE THE FUTURE	AMERICAN UNIVERSITY IN CAIRO	AMERICAN UNIVERSITY IN CAIRO	J. WALTER THOMPSON CAIRO	EGYPT
WHAT ARE WE ALLOWING?	SAUDI TELECOM COMPANY	'TUBY' VIDEO APP FOR KIDS	J. WALTER THOMPSON, Riyadh	SAUDI ARABIA
UMNIAH SPEAK FOR YOURSELF	UMNIAH TELECOM	UMNIAH YOUTH NETWORK	GOOD PEOPLE, Cairo	EGYPT
A06 Editing				
GIVE IN TO GIVING	EMIRATES NBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
THE AC'S BROKEN RECORD OF EXCUSES!	MIRACO	AIR CONDITIONS	J. WALTER THOMPSON CAIRO	EGYPT
WHAT ARE WE ALLOWING?	SAUDI TELECOM COMPANY	'TUBY' VIDEO APP FOR KIDS	J. WALTER THOMPSON, Riyadh	SAUDI ARABIA
SARAH. THE GAME CHANGER	SAUDI TELECOM COMPANY	FIBER OPTICS	J. WALTER THOMPSON, Riyadh	SAUDI ARABIA
A07 Use of Original Music				
MEZZA - I DRINK WHENEVER I WANT.	KASSATLY CHTAURA	MEZZA	OPERATION UNICORN, Ain El Rihane	LEBANON
NEVER TAKE YOUR JERSEY OFF	COCA-COLA	COKE	FP7/CAI, Cairo	EGYPT
A08 Use of Licensed or Adapted Music				
DIESEL BE A FOLLOWER	DIESEL	DIESEL	GOOD PEOPLE, Cairo	EGYPT
A09 Sound Design				
HEALTH CARE IN DANGER	ICRC	ICRC	LEO BURNETT, Sulaymaniyah	IRAQ
A10 Animation				
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
NEVER TAKE YOUR JERSEY OFF	COCA-COLA	COKE	FP7/CAI, Cairo	EGYPT
A11 Visual Effects				
CRASH	DU TELCO	DU TELECOM	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
LA VACHE QUI RIT - FROM FRANCE TO EGYPT WITH LOVE-TER	GROUPE BEL	LA VACHE QUI RIT	MONKEYS, Cairo	EGYPT