

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Food						
CAKE CHEF	DREEM	CAKE MIX-ENHANCER	LEO BURNETT CAIRO *	EGYPT	GOOD PEOPLE FILMS, Cairo	EGYPT
CHEER RESPONSIBLY	MASTER	WORLD CUP FLAVORS	FP7/BEY, Beirut *	LEBANON	BLACK RHINO, Beirut	LEBANON
A02 Drinks						
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	GOOD PEOPLE FILMS, Cairo	EGYPT
A03 Fast Moving Consumer Goods						
AXE TOO MANY THOUGHTS	AXE	AXE DEODORANTS	GOOD PEOPLE CONTENT, Cairo	EGYPT	GOOD PEOPLE FILMS, Cairo	EGYPT
TOUGH & SOFT 1	LESIEUR CRISTAL	EL KEF	SHEM'S PUBLICITE, Casablanca *	MOROCCO		
A04 Durable Consumer Goods						
SUPPORT EVERY WOMAN WHO'S TAKEN FOR GRANTED	ARISTON	HOME APPLIANCES	TNA, Cairo *	EGYPT	TNP, Giza	EGYPT
A09 Financial Products & Services						
PARKING	EGBANK	EGBANK	FP7/CAI, Cairo *	EGYPT	GOOD PEOPLE FILMS, Cairo	EGYPT
A10 B2B Products & Services						
GARHY - NO JOKE	EL GARHY - STEEL	STEEL	TNA, Cairo *	EGYPT	TNP, Giza	EGYPT
A11 Commercial Public Services						
FISHEYE WART, UNDOUBTEDLY.	VEZEETA.COM	VEZEETA.COM	KAIRO, Cairo *	EGYPT	BIGFOOT FILMS, Cairo	EGYPT
BADYA THE CREATIVE CITY	PALM HILLS DEVELOPMENTS	BADYA	FP7/CAI, Cairo *	EGYPT	GOOD PEOPLE FILMS, Cairo	EGYPT
THE ABOU KHALAF'S	CONNECT	CONNECT UNLIMITED	TBWA/RAAD, Dubai *	UNITED ARAB EMIRATES	CITYFILMS PRODUCTION, Beirut	LEBANON
THE AL MOUWALLED'S	CONNECT	CONNECT UNLIMITED	TBWA/RAAD, Dubai *	UNITED ARAB EMIRATES	CITYFILMS PRODUCTION, Beirut	LEBANON
GATE	SAUDI TELECOM COMPANY	'QITAF' ROYALTY PROGRAM	J. WALTER THOMPSON, Riyadh *	SAUDI ARABIA	GOOD PEOPLE, Beirut	LEBANON
CHECK IN	SAUDI TELECOM COMPANY	'QITAF' ROYALTY PROGRAM	J. WALTER THOMPSON, Riyadh *	SAUDI ARABIA	GOOD PEOPLE, Beirut	LEBANON
A15 Charities & Non-profit						
THE WAITING	ICRC LEBANON	THE MISSING	STOKED, Beirut	LEBANON	STOKED, Beirut	LEBANON
B02 Durable Consumer Goods, including Cars						
OVERTAKING	VOLKSWAGEN MIDDLE EAST	VOLKSWAGEN	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES		
CARWASH	VOLKSWAGEN MIDDLE EAST	VOLKSWAGEN	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES		
B03 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
SLEEP TIGHT	CAREEM	CAR HAILING	J. WALTER THOMPSON CAIRO *	EGYPT	J. WALTER THOMPSON CAIRO / KAY-OH PRODUCTIONS, Giza	EGYPT
THAT CHEATER	IKEA UAE	IKEA	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	BIG FOOT FILMS, Dubai	UNITED ARAB EMIRATES
MAMA'S LITTLE BOY	IKEA UAE	IKEA	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	BIG FOOT FILMS, Dubai	UNITED ARAB EMIRATES
SHOWER MISHAP	IKEA UAE	IKEA	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	BIG FOOT FILMS, Dubai	UNITED ARAB EMIRATES
LEFTOVER MISERY	IKEA UAE	IKEA	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES	BIG FOOT FILMS, Dubai	UNITED ARAB EMIRATES
B05 Financial Products & Services, Commercial Public Services, B2B Products & Services						
THE COACH	NBK	MASTERCARD	LEO BURNETT CAIRO *	EGYPT		
DEMAGH TANYA	ETISALAT MISR	TARRIF	FP7/CAI, Cairo *	EGYPT	LIGHTHOUSE FILMS, Cairo	EGYPT
B07 Corporate Social Responsibility						
FIRE	DU TELCO	DU TELECOM	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	BIG KAHUNA FILMS, Dubai	UNITED ARAB EMIRATES
FALL	DU TELCO	DU TELECOM	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	BIG KAHUNA FILMS, Dubai	UNITED ARAB EMIRATES
CRASH	DU TELCO	DU TELECOM	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	BIG KAHUNA FILMS, Dubai	UNITED ARAB EMIRATES
C01 Viral Film						
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	HANZO, Dubai	UNITED ARAB EMIRATES