

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 OTC Medicines				
BABY TALK	GSK	PANADOL BABY & INFANT	GREY MENA, Dubai	UNITED ARAB EMIRATES
SHEEP	BENTA PHARMA INDUSTRIES	TORVALIP	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A03 OTC Products/Devices				
REASONS TO CELEBRATE	RECKITT BENCKISER	DUREX CONDOMS	HAVAS, Dubai	UNITED ARAB EMIRATES
A05 Health & Wellness Tech				
FISHEYE WART, UNDOUBTEDLY.	VEZEETA.COM	VEZEETA.COM	KAIRO, Cairo	EGYPT
B01 Brand-led Education & Awareness				
LISTEN...	HEARLIFE CLINIC	AUDIOLOGY TESTS	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE SOUND OF SHISHA	AUBMC	AWARENESS CAMPAIGN	TBWA\RAAD, Beirut	LEBANON
FUTURE REINA	CHILDREN'S CANCER CENTER OF LEBANON	CCCL	RÉPUBLIQUE, Beirut	LEBANON
PEE PALETTE	AL AIN	BOTTLED WATER	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
STUB SUGAR	ASTER CLINICS	DIABETES CHECK-UPS	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
B02 Public Education & Awareness				
1K MARATHON	MINISTRY OF HEALTH AND PREVENTION (MOHAP), UAE	PUBLIC AWARENESS	GREY MENA, Dubai	UNITED ARAB EMIRATES
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
INHUMANE / HUMAN	28 TOO MANY	FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
PAIN / DREAM	28 TOO MANY	FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
DESPAIR / JOY	28 TOO MANY	FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
CRUEL / CIVILIZED	28 TOO MANY	FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
SHAME / DEFIANCE	28 TOO MANY	FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
ZERO TOLERANCE RIBBON	28 TOO MANY	AWARENESS RIBBON	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B03 Fundraising & Advocacy				
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A FACE FOR RADIO	DEPILEX	DEPILEX FOUNDATION	BBDO PAKISTAN, Lahore	PAKISTAN
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
C02 Services & Facilities				
UNSPOKEN, UAE	THE LIGHTHOUSE CENTRE FOR WELLBEING	WORKPLACE MENTAL HEALTH	McCANN HEALTH, Dubai	UNITED ARAB EMIRATES
UNSPOKEN, UAE	THE LIGHTHOUSE CENTRE FOR WELLBEING	WORKPLACE MENTAL HEALTH	McCANN HEALTH, Dubai	UNITED ARAB EMIRATES
D01 Animal Health				
CLASICO DOGS	K9 CENTRAL DOGS / SNIFF PET ADOPTION	PET ADOPTION	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
E05 Education & Services aimed at Non-Healthcare Professionals				
RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	MEDICAL PRESCRIPTION STICKERS FOR THE ILLITERATE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES