

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
A01 Fast Moving Consumer Goods						
PUCK SAVE THE COWS	ARLA FOODS	BLUE JAR CHEESE	PHD, Dubai *	UNITED ARAB EMIRATES	PHD, Dubai	UNITED ARAB EMIRATES
PEPSI: VINTAGE	PEPSI	PEPSI (CARBONATED SOFT DRINK)	OMD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
ABSOLUT CIVIL LOVE	ABSOLUT VODKA	ABSOLUT VODKA	INTERESTING TIMES, Beirut *	LEBANON		
WE ARE OREO PEOPLE	MONDELEZ	OREO	HORIZON FCB, Dubai *	UNITED ARAB EMIRATES	SPARK FOUNDRY, Dubai	UNITED ARAB EMIRATES
A02 Durable Consumer Goods, including Cars						
INFINITI: DCO	INFINITI	AUTOMOTIVE VEHICLES	OMD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
ROAD RAGE RADIO	CHEVROLET	CHEVROLET	COMMONWEALTH/McCANN, Dubai *	UNITED ARAB EMIRATES	CARAT, 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		
UBER: COMMUTE MADE EASY	UBER	TRANSPORTATION	OMD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
THE ATLANTIS FAN SUITE: THE WORLD'S FIRST SOCIAL MEDIA SUITE	ATLANTIS, THE PALM DUBAI	ATLANTIS SUITES	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE OFFICIAL SPONSOR OF LOSERS	MCDONALD'S	MCDONALD'S WORLD CUP CAMPAIGN	FP7/BEY, Beirut *	LEBANON	UM MENA, Beirut	LEBANON
THE KFC SCROLL THRU	KFC UAE	KFC	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES		
CENTREPOINT: ROPO	LANDMARK	CENTREPOINT STORES	OMD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
A04 Media & Publications						
THE BLANK EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	OMD, Beirut	LEBANON
A05 Financial Products & Services, Commercial Public Services, B2B Products & Services						
THE BIG SHUTDOWN	SAUDI TELECOM COMPANY	SELF-SERVICE DIGITAL TOOLS	J. WALTER THOMPSON, Riyadh *	SAUDI ARABIA	UM MENA, Riyadh	SAUDI ARABIA
A07 Corporate Social Responsibility						
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore *	PAKISTAN	BBDO PAKISTAN, Lahore	PAKISTAN
A09 Charities & Non-profit						
#BREAKTHEIRFAST	UNICEF	RAMADAN INITIATIVE	MINDSHARE DUBAI *	UNITED ARAB EMIRATES	MINDSHARE DUBAI	UNITED ARAB EMIRATES
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT *	LEBANON	LEO BURNETT BEIRUT	LEBANON
SECOND-HAND DOGS	K9 FRIENDS	TBC	SAATCHI & SAATCHI DUBAI *	UNITED ARAB EMIRATES		
B02 Use of Audio Platforms						
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWAIIRAAD, Dubai *	UNITED ARAB EMIRATES	ABU DHABI MEDIA COMPANY, Abu Dhabi	UNITED ARAB EMIRATES
B03 Use of Print / Outdoor						
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWAIIRAAD, Dubai *	UNITED ARAB EMIRATES	ABU DHABI MEDIA COMPANY, Abu Dhabi	UNITED ARAB EMIRATES
THE BLANK EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	OMD, Beirut	LEBANON
B04 Use of Ambient Media: Small Scale						
STUB SUGAR	ASTER CLINICS	DIABETES CHECK-UPS	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai *	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
PEE PALETTE	AL AIN	BOTTLED WATER	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
LIFE AFTER FASHION	SPLASH	SPLASH FASHION	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai *	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
B05 Use of Ambient Media: Large Scale						
WINDOW WATCHERS	ALFA TELECOM	ALFA TELECOM AWARENESS CAMPAIGN	DDB DUBAI *	UNITED ARAB EMIRATES		
HAILSTORM IN ISTANBUL	IKEA	IKEA	TBWAIISTANBUL *	TURKEY		
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore *	PAKISTAN	BBDO PAKISTAN, Lahore	PAKISTAN
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai *	UNITED ARAB EMIRATES	OMD, Beirut	LEBANON
B06 Use of Events						
PURE TRASH - THE DISGRACEFUL ART SHOW	FOOD NOT TRASH	NGO	MULTIPLY MARKETING CONSULTANCY, Abu Dhabi *	UNITED ARAB EMIRATES	MULTIPLY MARKETING CONSULTANCY, Abu Dhabi	UNITED ARAB EMIRATES
FUNNY THINGS OFF THE TOP OF MY HEAD	HEAD & SHOULDERS	HEAD & SHOULDERS ANTI DANDRUFF SHAMPOO	SAATCHI & SAATCHI DUBAI *	UNITED ARAB EMIRATES	STARCOM, Dubai	UNITED ARAB EMIRATES
B07 Use of Stunts						
THE SUN FLAME GRILLED WHOPPER	BURGER KING	BURGER KING	MEMAC OGILVY KUWAIT, Kuwait City *	KUWAIT	SENYAR INNOVATIVE MEDIA, Hawally	KUWAIT
UBER: COMMUTE MADE EASY	UBER	TRANSPORTATION	OMD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
THE SOUND OF SHISHA	AUBMC	AWARENESS CAMPAIGN	TBWAIIRAAD, Beirut *	LEBANON		
B08 Use of Digital Platforms						
MIRAA	UNILEVER	SHED THE LIGHT ON SOME OF THE IMPORTANT ISSUES THAT ARAB WOMEN FACE	VICE ARABIA, Dubai	UNITED ARAB EMIRATES		
SECOND-HAND DOGS	K9 FRIENDS	TBC	SAATCHI & SAATCHI DUBAI *	UNITED ARAB EMIRATES		
B09 Use of Mobile						

EVERY STEP COUNTS	EMIRATES NBD	THE FITNESS APP	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
B10 Use of Social Platforms						
AL UMObUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE KFC SCROLL THRU	KFC UAE	KFC	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES		
PET A PLANT	EXOTICA	FLOWER SHOP	LEO BURNETT BEIRUT *	LEBANON	LEO BURNETT BEIRUT	LEBANON
B11 Use of Technology						
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWAI RAAD, Dubai *	UNITED ARAB EMIRATES	ABU DHABI MEDIA COMPANY, Abu Dhabi	UNITED ARAB EMIRATES
C01 Use of Brand or Product Integration into a Programme or Platform						
THE GENIUSES (AL ABAKERA) - EDUTAINMENT	NBE - NATIONAL BANK OF EGYPT	SOCIAL RESPONSIBILITY	TNA, Cairo *	EGYPT	TNA, Cairo	EGYPT
STOP DOWRYMONGERING	UN WOMEN	ANTI FORCED DOWRY	BBDO PAKISTAN, Lahore *	PAKISTAN	BBDO PAKISTAN, Lahore	PAKISTAN
C03 Use of Branded Content created for Digital or Social Media						
GIVE IN TO GIVING	ENBD	VOLUNTEER	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES	SPARK FOUNDRY, Dubai	UNITED ARAB EMIRATES
D01 Use of Data in a Media Campaign						
ELEVATOR TWEETS	TWITTER	TWITTER	GEOMETRY GLOBAL, Dubai *	UNITED ARAB EMIRATES	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES
ROAD RAGE RADIO	CHEVROLET	CHEVROLET	COMMONWEALTH/McCANN, Dubai *	UNITED ARAB EMIRATES	CARAT, Dubai	UNITED ARAB EMIRATES
E01 Use of Integrated Media						
WASH VS WIPE	REHLAT	REHLAT APPLICATION	BEATTIE + DANE, Kuwait City *	KUWAIT	SLINGSHOT, Kuwait	KUWAIT
AL UMObUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE RIGHT TO PLAY	OMO	"DIRT IS GOOD" REINFORCEMENT CAMPAIGN	FP7/DXB, Dubai *	UNITED ARAB EMIRATES	FP7/DXB, Dubai	UNITED ARAB EMIRATES
F01 Excellence in Media Insights & Strategy						
UBER: COMMUTE MADE EASY	UBER	TRANSPORTATION	OMD, Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore *	PAKISTAN	BBDO PAKISTAN, Lahore	PAKISTAN
RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	MEDICAL PRESCRIPTION STICKERS FOR THE ILLITERATE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai *	UNITED ARAB EMIRATES		
F03 Excellence in Media Execution						
THE KFC SCROLL THRU	KFC UAE	KFC	MEMAC OGILVY, Dubai *	UNITED ARAB EMIRATES		