

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Food				
SALMA	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
RICHARD	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
GLENN	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
EMMA	MARS	TWIX	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A03 Fast Moving Consumer Goods				
OFFICE	NESTLÉ DISTRIBUTION	KIT KAT	J. WALTER THOMPSON, Casablanca	MOROCCO
FACTORY	NESTLÉ DISTRIBUTION	KIT KAT	J. WALTER THOMPSON, Casablanca	MOROCCO
B05 Cars & Automotive Products & Services				
VINYL	FORD MIDDLE EAST	FORD MUSTANG	GTB MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
SOCIAL MEDIA STAR	FORD MIDDLE EAST	FORD MUSTANG	GTB MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
SAUDI WOMAN	FORD MIDDLE EAST	FORD MUSTANG	GTB MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
B06 Retail, e-Commerce, Restaurants & Fast Food Chains				
AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	MOTHER'S DAY BRAND ACTIVATION	FP7/DXB, Dubai	UNITED ARAB EMIRATES
B11 Commercial Public Services				
FACE S	ZAIN KUWAIT	TELECOMMUNICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
FACE G	ZAIN KUWAIT	TELECOMMUNICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
FACE Y	ZAIN KUWAIT	TELECOMMUNICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
THE ABU KHALAF'S	CONNECT	CONNECT UNLIMITED	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
B15 Charities & Non-profit				
STOP DOWRYMONGERING	UN WOMEN	ANTI FORCED DOWRY	BBDO PAKISTAN, Lahore	PAKISTAN
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
CUT / CONDEMN	28 TOO MANY	FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
C01 Animated Digital Screens				
THE FASTING PIXELS	MCDONALD'S	THE RAMADAN BUNDLE	LEO BURNETT, Riyadh	SAUDI ARABIA
C03 Dynamic Digital Screens				
ELEVATOR TWEETS	TWITTER	TWITTER	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES
D02 Ambient Outdoor				
PURE TRASH - THE DISGRACEFUL ART SHOW	FOOD NOT TRASH	NGO	MULTIPLY MARKETING CONSULTANCY, Abu Dhabi	UNITED ARAB EMIRATES
OMO TAG	UNILEVER LEBANON	OMO	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
#SHAMEONWHO	ABAAD	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
E01 Displays				
OMO TAG	UNILEVER LEBANON	OMO	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
E02 Small Scale Special Solutions				
THE BULLETPROOF NOVEL	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN
OMO TAG	UNILEVER LEBANON	OMO	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
LAUNDRY SHOCK	UNILEVER LEBANON	OMO	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
ORGAN DONOR VALET	KUNHADI	DRINK DRIVING AWARENESS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
E03 Special Build				
IKEA NAP DELIVERY	IKEA UAE	IKEA 2018 CATALOGUE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
THE TOXIC FLAG	THE WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
E04 Live Advertising & Events				
BULLY A PLANT	IKEA UAE	IKEA 2018 CATALOGUE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
E05 Interactive Experiences				
IKEA NAP DELIVERY	IKEA UAE	IKEA 2018 CATALOGUE	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES
E06 Transit				
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN