

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Art Direction				
SOLID INVESTMENT - NOT HAY	JORDAN COMMERCIAL BANK	MORTGAGE LOAN	JORDAN COMMERCIAL BANK, Amman	JORDAN
FACE G	ZAIN KUWAIT	TELECOMMUNICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
FACE S	ZAIN KUWAIT	TELECOMMUNICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
FACE Y	ZAIN KUWAIT	TELECOMMUNICATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	TBC	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
THE FUTURE IS FEMALE	LANDMARK GROUP	CENTREPOINT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FLORAL	LANDMARK GROUP	CENTREPOINT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FACTORY	NESTLÉ DISTRIBUTION	KIT KAT	J. WALTER THOMPSON, Casablanca	MOROCCO
STREET	NESTLÉ DISTRIBUTION	KIT KAT	J. WALTER THOMPSON, Casablanca	MOROCCO
A02 Copywriting				
INHUMANE / HUMAN	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
A03 Illustration				
SHERLOCK	HEAD & SHOULDERS	HEAD & SHOULDERS ANTI DANDRUFF SHAMPOO	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
BOND	HEAD & SHOULDERS	HEAD & SHOULDERS ANTI DANDRUFF SHAMPOO	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
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
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
FOOD OR PLASTIC	NATIONAL GEOGRAPHIC	TBC	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
CHILDREN OR PLASTIC	NATIONAL GEOGRAPHIC	TBC	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
INHUMANE / HUMAN	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
A04 Photography				
CHIEFTAIN'S TURBAN	JEEP	JEEP WRANGLER	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
HORN CROWN	JEEP	JEEP WRANGLER	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
A05 Use of Arabic Script / Calligraphy				
TEA	CITI	TRANSFERS TO INDIA	HORIZON FCB, Dubai	UNITED ARAB EMIRATES
WOOL	CITI	TRANSFERS TO INDIA	HORIZON FCB, Dubai	UNITED ARAB EMIRATES
YOGHURT	CITI	TRANSFERS TO INDIA	HORIZON FCB, 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
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