

Title	Brand	Product/Service	Entrant Company	Location
<b>A03 Durable Consumer Goods including Automotive</b>				
NOISE-O-METER	BOSE	BOSE NOISE CANCELLING HEADPHONES 700	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES
<b>A04 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>				
GOOGLE STREET FASHION SHOW	MAJID AL FUTTAIM – CITY CENTRE	AUTUMN WINTER 2019	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES
SHIFT+K+F+C	KFC	KFC	TBWAIRAAD Dubai	UNITED ARAB EMIRATES
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
<b>A06 Consumer Services / Business to Business</b>				
ASTRONOMICAL SALES	MASTERCARD	FINANCIAL	FP7 McCANN Dubai	UNITED ARAB EMIRATES
<b>A07 Not-for-profit / Charity / Government</b>				
\$4 A DAY	UNITED NATIONS LEBANON	CALL TO ACTION	BRANDEM Beirut	LEBANON
THE CLASS OF NO TOMORROW	UNICEF	SAFE SCHOOLS DECLARATION	TRAFFIC DIGITAL Dubai	UNITED ARAB EMIRATES
THE WORLD'S TALLEST DONATION BOX	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES Dubai	UNITED ARAB EMIRATES
PEACE CAMO	THE LEBANESE ARMY	PEACE CAMO ARMY UNIFORM	TBWAIRAAD Dubai	UNITED ARAB EMIRATES
#FIRSTARABICCOUNTDOWN	THE UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
<b>A08 Corporate Social Responsibility (CSR) / Corporate Image</b>				
INDIA DEGA AASHIRVAD	KRBL LIMITED	INDIA GATE RICE	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
EQUALITY SPELL CHECK	LENOVO	CORPORATE BRAND	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES
<b>B01 Use of Ambient Media: Small Scale</b>				
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES
PROTECTSET	MOBILY	MOBILY ESPORTS	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
<b>B02 Use of Ambient Media: Large Scale</b>				
THE WORLD'S TALLEST DONATION BOX	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES Dubai	UNITED ARAB EMIRATES
THE CLASS OF NO TOMORROW	UNICEF	SAFE SCHOOLS DECLARATION	TRAFFIC DIGITAL Dubai	UNITED ARAB EMIRATES
<b>B03 Use of Broadcast</b>				
GIVE THE VOICE A BREAK	KITKAT	KITKAT	PUBLICIS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
<b>B04 Use of Print or Outdoor</b>				
MCDONALD'S RAMADAN IFTAR SAND CLOCK	MCDONALD'S	RAMADAN MEAL	LEO BURNETT Riyadh	SAUDI ARABIA
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
<b>C01 Guerrilla Marketing &amp; Stunts</b>				
THE KING OF INTERNET	CONNECT	CONNECT INTERNET SERVICES	TBWAIRAAD Dubai	UNITED ARAB EMIRATES
MARTIAN INK	THE UAE GOVERNMENT MEDIA OFFICE	THE MARTIAN VISA	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
<b>C03 Exhibitions / Installations</b>				
THE CLASS OF NO TOMORROW	UNICEF	SAFE SCHOOLS DECLARATION	TRAFFIC DIGITAL Dubai	UNITED ARAB EMIRATES
ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWAIRAAD Dubai	UNITED ARAB EMIRATES
<b>C04 Competitions &amp; Promotional Games</b>				
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
<b>C05 Customer Retail / In-Store Experience</b>				
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
<b>C07 Customer Acquisition &amp; Retention</b>				
SHIFT+K+F+C	KFC	KFC	TBWAIRAAD Dubai	UNITED ARAB EMIRATES
ASTRONOMICAL SALES	MASTERCARD	FINANCIAL	FP7 McCANN Dubai	UNITED ARAB EMIRATES
<b>D01 Touchpoint Technology &amp; Tech-led Brand Experience</b>				
NOISE-O-METER	BOSE	BOSE NOISE CANCELLING HEADPHONES 700	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES
GOOGLE STREET FASHION SHOW	MAJID AL FUTTAIM – CITY CENTRE	AUTUMN WINTER 2019	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
SHIFT+K+F+C	KFC	KFC	TBWAIRAAD Dubai	UNITED ARAB EMIRATES
<b>D02 Use of Mobile &amp; Devices</b>				
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
<b>D03 Use of Social &amp; Digital Platforms</b>				
#FIRSTARABICCOUNTDOWN	THE UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
<b>E02 Sponsorship &amp; Brand Partnership</b>				
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES
GIVE THE VOICE A BREAK	KITKAT	KITKAT	PUBLICIS MIDDLE EAST Dubai	UNITED ARAB EMIRATES
<b>F01 Integrated Campaign led by Brand Experience &amp; Activation</b>				

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THE WORLD'S TALLEST DONATION BOX	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES	THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES Dubai	UNITED ARAB EMIRATES
HUNGER INSURANCE	SNICKERS	CHOCOLATE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
<b>G01 Local Brand</b>				
HAPPY ALPHABET	ETISALAT	TELECOMMUNICATIONS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
<b>G04 Social Behaviour &amp; Cultural Insight</b>				
LONELY VALENTINE SPECIALS	YUM RESTAURANTS INTERNATIONAL - KFC	KFC	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
NO CEDAR. NO LEBANON.	LEBANESE BASKETBALL FEDERATION (FLB)	BASKETBALL FEDERATION	VMLY&R Dubai	UNITED ARAB EMIRATES
PROTECTSET	MOBILY	MOBILY ESPORTS	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES
#FIRSTARABICCOUNTDOWN	THE UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
BLOOD UNITY	DONNER SANG COMPTER (DSC)	ASHURA BLOOD DONATION DRIVE	FP7 McCANN Dubai	UNITED ARAB EMIRATES
FORGOTTEN NAMES	ETISALAT UAE	BRAND	IMPACT BBDO Dubai	UNITED ARAB EMIRATES