

Title	Brand	Product/Service	Entrant Company	Location
A01 Creation of a new Brand Identity				
ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
ILA BANK	BANK ABC	ONLINE BANKING APP	SUPERUNION London	UNITED KINGDOM
A02 Rebrand / Refresh of an existing Brand				
HAPPY ALPHABET	ETISALAT	TELECOMMUNICATIONS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
PEACE CAMO	THE LEBANESE ARMY	PEACE CAMO ARMY UNIFORM	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
THE KITCHEN IS FOR EVERYONE	GENERAL MILLS	BETTY CROCKER	VMLY&R Dubai	UNITED ARAB EMIRATES
B01 Books				
THE BOOK OF ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
B02 Brand Collateral				
SHIFT+K+F+C	KFC	KFC	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
BLOOD UNITY	DONNER SANG COMPTER (DSC)	ASHURA BLOOD DONATION DRIVE	FP7 McCANN Dubai	UNITED ARAB EMIRATES
B03 Posters				
ROOM TO CHANGE	IKEA	IKEA STORAGE & ORGANISATION	LEO BURNETT Riyadh	SAUDI ARABIA
#STAYATHOMEHEROES	BATELCO	BATELCO	? AND US Dubai	UNITED ARAB EMIRATES
THE REVIVE PROJECT IV	BW REPORT	ARABIC CALLIGRAPHY WORKSHOP	? AND US Dubai	UNITED ARAB EMIRATES
FARMERS, OUR PRIDE	PEPSICO	PEPSICO INDIA	DIGITAS Dubai	UNITED ARAB EMIRATES
WATCH FOR WIFI	SAUDI TELECOM COMPANY	PUBLIC WIFI	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
OCEAN IN A BAG	BEE'AH	PLASTIC POLLUTION	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
BEARD BIBS	GENERAL MILLS	HAAGEN DAZS	VMLY&R Dubai	UNITED ARAB EMIRATES
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
B05 Self-promotion				
HIS OTHER STATS: AN INTERACTIVE DATA JOURNEY INTO MO SALAH'S LIFE ON TWITTER	KAIRO FOR IDEAS	KAIRO'S DATA AND INTELLIGENCE DEPARTMENT	KAIRO Cairo	EGYPT
C01 Digital & Interactive Design				
MINIMAL	NISSAN MIDDLE EAST	NISSAN	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
NOISE-O-METER	BOSE	BOSE NOISE CANCELLING HEADPHONES 700	WUNDERMAN THOMPSON 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
TWIX FACE-OFF	TWIX	TWIX	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
DREAM NUMBER	LOTO LIBANAIS	LOTTERY	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
D01 Live Events				
TWITTER PLAYHOUSE	TWITTER	TWITTER	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES
D02 Multi Channel Experience				
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
D03 Point of Sales, Consumer Touchpoints & In-store Collateral				
CLOSE THE GAP	FIFTY FIFTY LEBANON	WOMEN'S EQUAL PAY INITIATIVE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
D06 Spatial & Sculptural Exhibitions and Experiences				
THE CLASS OF NO TOMORROW	UNICEF	SAFE SCHOOLS DECLARATION	TRAFFIC DIGITAL Dubai	UNITED ARAB EMIRATES
E02 FMCG including Food & Drink				
IXSIR- DESIGN DRIVEN BY DATA- BOTTLE BRANDING	IXSIR WINE	LIMITED EDITION BOTTLE BRANDING	WONDEREIGHT LEBANON Jisr El Bacha	LEBANON
F01 Consumer Products				
PEACE CAMO	THE LEBANESE ARMY	PEACE CAMO ARMY UNIFORM	TBWA\RAAD Dubai	UNITED ARAB EMIRATES
F02 Environmental / Social Impact				
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES
WE THE UNBURNT	EXOTICA	FLOWER SHOP	LEO BURNETT BEIRUT	LEBANON
F03 Innovation & Solution				
SELF-TIMING SOAP	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES