

| Title | Brand | Product/Service | Entrant Company | Location | Production Company | Location |
|--|-------------------------------------|--------------------------------------|---------------------------|----------------------|---|----------------------|
| A01 Direction | | | | | | |
| LIGHTS ON | NETFLIX | PARANORMAL | SCIENCE & SUNSHINE Dubai | UNITED ARAB EMIRATES | FILM PUDDING Dubai | UNITED ARAB EMIRATES |
| EYES ON THE ROAD | BRIDGESTONE | BRIDGESTONE TRUCK TYRES | SERVICEPLAN Dubai | UNITED ARAB EMIRATES | HANZO FILMS Dubai | UNITED ARAB EMIRATES |
| DEAR NEIGHBOR | BOSE | BOSE NOISE CANCELLING HEADPHONES 700 | WUNDERMAN THOMPSON Dubai | UNITED ARAB EMIRATES | ASTEROIDE FILMS Curitiba VOX HAUS Porto Alegre | BRAZIL |
| ZAIN 5G WHAT CAN 5G DO FOR YOU? | ZAIN | TELECOM | GOOD PEOPLE FILMS Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| NOT ANOTHER CARD | SAUDI TELECOM COMPANY | STC PAY CARDS | WUNDERMAN THOMPSON Riyadh | SAUDI ARABIA | DÉJÁVU Dubai | UNITED ARAB EMIRATES |
| HOHOS A WHOLE NEW ROLL | EDITA | HOHO'S | GOOD PEOPLE FILMS Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| THE WOMANHOOD PROJECT | 1ST FOR WOMEN | INSURANCE | VIRTUE Abu Dhabi | UNITED ARAB EMIRATES | LEFT POST PRODUCTION Johannesburg | SOUTH AFRICA |
| FUNERAL | SAVE THE CHILDREN | AWARENESS FILM | MEMAC OGILVY Amman | JORDAN | WONDERFUL PRODUCTIONS Beirut | LEBANON |
| THE BOOK THAT WILL CHANGE YOUR LIFE | AL FUTTAIM IKEA | IKEA | MEMAC OGILVY Dubai | UNITED ARAB EMIRATES | HANZO FILMS Dubai OCEANA STUDIOS Dubai | UNITED ARAB EMIRATES |
| CAGED | TAJAWAL | TAJAWAL | DÉJÁVU Dubai | UNITED ARAB EMIRATES | DÉJÁVU Dubai | UNITED ARAB EMIRATES |
| THE MAN WHO COULDN'T HANDLE HIS HANDLE | SAUDI TELECOM COMPANY | NEW TWITTER HANDLE | WUNDERMAN THOMPSON Riyadh | SAUDI ARABIA | DÉJÁVU Beirut | LEBANON |
| A02 Script | | | | | | |
| MG5 EASY TO BUY ... HARD TO BELIEVE WHAT IT HAS. | MG MOTOR | MG5 | DDB EGYPT Cairo | EGYPT | BIGFOOT FILMS Cairo | EGYPT |
| DEAR NEIGHBOR | BOSE | BOSE NOISE CANCELLING HEADPHONES 700 | WUNDERMAN THOMPSON Dubai | UNITED ARAB EMIRATES | ASTEROIDE FILMS Curitiba VOX HAUS Porto Alegre | BRAZIL |
| KAI SOKHNA HOMO-SEA-PIANS | MISR ITALIA | REAL ESTATE | ELEPHANT Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| HOHOS A WHOLE NEW ROLL | EDITA | HOHO'S | GOOD PEOPLE FILMS Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| THE MEAL THAT'S EQUIVALENT TO A CUDDLE | YUM RESTAURANTS INTERNATIONAL - KFC | KFC | MEMAC OGILVY Dubai | UNITED ARAB EMIRATES | MEMAC OGILVY Dubai | UNITED ARAB EMIRATES |
| THE MEAL THAT'S EQUIVALENT TO HOLDING HANDS | YUM RESTAURANTS INTERNATIONAL - KFC | KFC | MEMAC OGILVY Dubai | UNITED ARAB EMIRATES | MEMAC OGILVY Dubai | UNITED ARAB EMIRATES |
| THE FITTING ROOM | MAF PROPERTIES - CITY CENTRE | CITY CENTRE ALMAZA | FP7 McCANN Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| THE GYM | MAF PROPERTIES - CITY CENTRE | CITY CENTRE ALMAZA | FP7 McCANN Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| THE ARCADE | MAF PROPERTIES - CITY CENTRE | CITY CENTRE ALMAZA | FP7 McCANN Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| A03 Casting | | | | | | |
| MG5 EASY TO BUY ... HARD TO BELIEVE WHAT IT HAS. | MG MOTOR | MG5 | DDB EGYPT Cairo | EGYPT | BIGFOOT FILMS Cairo | EGYPT |
| EYES ON THE ROAD | BRIDGESTONE | BRIDGESTONE TRUCK TYRES | SERVICEPLAN Dubai | UNITED ARAB EMIRATES | HANZO FILMS Dubai | UNITED ARAB EMIRATES |
| HOHOS A WHOLE NEW ROLL | EDITA | HOHO'S | GOOD PEOPLE FILMS Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| CREATE TO GROW STRONGER | FIRS ABU DHABI BANK | FIRST ABU DHABI BANK | MULLENLOWE MENA Dubai | UNITED ARAB EMIRATES | DÉJÁVU Dubai | UNITED ARAB EMIRATES |
| MY FAMILY IS BETTER THAN YOURS | ETISALAT | HEKAYA | FP7 McCANN Cairo | EGYPT | LIGHTHOUSE FILMS Cairo | EGYPT |

| Title | Brand | Product/Service | Entrant Company | Location | Production Company | Location |
|--|----------------------------|--------------------------------------|---------------------------|----------------------|---|------------------------------|
| A04 Production Design / Art Direction | | | | | | |
| ZAIN 5G WHAT CAN 5G DO FOR YOU? | ZAIN | TELECOM | GOOD PEOPLE FILMS Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| HOW TO GROW RICH DURING THE PANDEMIC | ENBD | PUBLIC SERVICE AWARENESS | LEO BURNETT DUBAI | UNITED ARAB EMIRATES | DÉJÀVU Dubai | UNITED ARAB EMIRATES |
| KINGS & QUEENS | AL FUTTAIM IKEA | IKEA | MEMAC OGILVY Dubai | UNITED ARAB EMIRATES | BIGFOOT FILMS Cairo | EGYPT |
| SECURE YOUR ACCOUNT | EMIRATES NBD | ANTI-PHISHING AWARENESS CAMPAIGN | LEO BURNETT DUBAI | UNITED ARAB EMIRATES | DÉJÀVU Dubai | UNITED ARAB EMIRATES |
| A05 Cinematography | | | | | | |
| EYES ON THE ROAD | BRIDGESTONE | BRIDGESTONE TRUCK TYRES | SERVICEPLAN Dubai | UNITED ARAB EMIRATES | HANZO FILMS Dubai | UNITED ARAB EMIRATES |
| DEAR NEIGHBOR | BOSE | BOSE NOISE CANCELLING HEADPHONES 700 | WUNDERMAN THOMPSON Dubai | UNITED ARAB EMIRATES | ASTEROIDE FILMS Curitiba VOX HAUS Porto Alegre | BRAZIL |
| FLEX SQUAD | VODAFONE | VODAFONE FLEX | WUNDERMAN THOMPSON Cairo | EGYPT | NOJARA PRODUCTIONS Cairo | EGYPT |
| THE SOUND OF TOGETHERNESS | ETISALAT UAE | TELECOMMUNICATIONS | IMPACT BBDO Dubai | UNITED ARAB EMIRATES | BIG KAHUNA FILMS Dubai | UNITED ARAB EMIRATES |
| CAGED | TAJAWAL | TAJAWAL | DÉJÀVU Dubai | UNITED ARAB EMIRATES | DÉJÀVU Dubai | UNITED ARAB EMIRATES |
| FARMERS, OUR PRIDE | PEPSICO | PEPSICO INDIA | DIGITAS Dubai | UNITED ARAB EMIRATES | PRASHANT GODBOLE FILMS Mumbai | INDIA |
| THE MAN WHO COULDN'T HANDLE HIS HANDLE | SAUDI TELECOM COMPANY | NEW TWITTER HANDLE | WUNDERMAN THOMPSON Riyadh | SAUDI ARABIA | DÉJÀVU Beirut | LEBANON |
| A06 Editing | | | | | | |
| LIGHTS ON | NETFLIX | PARANORMAL | SCIENCE & SUNSHINE Dubai | UNITED ARAB EMIRATES | FILM PUDDING Dubai | UNITED ARAB EMIRATES |
| THAT FERRARI FEELING | FARAH EXPERIENCES | FERRARI WORLD ABU DHABI | MOMENTUM MENA Dubai | UNITED ARAB EMIRATES | DÉJÀVU Dubai | UNITED ARAB EMIRATES |
| WELCOME THE FUTURE | EXPO 2020 DUBAI | EXPO | MEMAC OGILVY Dubai | UNITED ARAB EMIRATES | JOY FILMS Dubai | UNITED ARAB EMIRATES |
| A07 Use of Original Music | | | | | | |
| THE WORLD'S MASTERPIECE | ROYAL COMMISSION FOR ALULA | ALULA DESTINATION | LEO BURNETT Riyadh | SAUDI ARABIA | QUAD PRODUCTIONS Paris | FRANCE |
| DEAR NEIGHBOR | BOSE | BOSE NOISE CANCELLING HEADPHONES 700 | WUNDERMAN THOMPSON Dubai | UNITED ARAB EMIRATES | ASTEROIDE FILMS Curitiba VOX HAUS Porto Alegre | BRAZIL |
| THE WORLD IS BETTER WHEN WE ACT TOGETHER | EXPO 2020 DUBAI | EXPO 2020 DUBAI | FACE TO FACE UAE Dubai | UNITED ARAB EMIRATES | FACE TO FACE UAE Dubai BOOMTOWN PRODUCTIONS Dublin SYMPHONIC Dublin | UNITED ARAB EMIRATES IRELAND |
| PEPSI BACK YOUR BLACK | PEPSI | PEPSI BLACK | GOOD PEOPLE FILMS Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| CAREEM THE ONLY BEST SCENARIO | CAREEM | CAREEM | GOOD PEOPLE FILMS Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| MOTHER'S DAY MELODRAMA | HSBC MIDDLE EAST | HSBC RETAIL BANKING | SAATCHI & SAATCHI DUBAI | UNITED ARAB EMIRATES | BIGFOOT FILMS Cairo | EGYPT |
| A08 Use of Licensed or Adapted Music | | | | | | |
| GOOD THINGS COME TO THOSE WHO WAIT? | UNIONAIRE | WHITE GOODS | WUNDERMAN THOMPSON Cairo | EGYPT | GOOD PEOPLE FILMS Cairo | EGYPT |
| CAGED | TAJAWAL | TAJAWAL | DÉJÀVU Dubai | UNITED ARAB EMIRATES | DÉJÀVU Dubai | UNITED ARAB EMIRATES |
| SECURE YOUR ACCOUNT | EMIRATES NBD | ANTI-PHISHING AWARENESS CAMPAIGN | LEO BURNETT DUBAI | UNITED ARAB EMIRATES | DÉJÀVU Dubai | UNITED ARAB EMIRATES |
| A09 Sound Design | | | | | | |
| CAN A CHICKEN GIVE YOU THE TINGLES? | BURGER KING | CRUNCHY CHICKEN SANDWICH | WUNDERMAN THOMPSON Riyadh | SAUDI ARABIA | | |
| THE SOUND OF TOGETHERNESS | ETISALAT UAE | TELECOMMUNICATIONS | IMPACT BBDO Dubai | UNITED ARAB EMIRATES | BIG KAHUNA FILMS Dubai | UNITED ARAB EMIRATES |
| FARMERS, OUR PRIDE | PEPSICO | PEPSICO INDIA | DIGITAS Dubai | UNITED ARAB EMIRATES | PRASHANT GODBOLE FILMS Mumbai | INDIA |

| Title | Brand | Product/Service | Entrant Company | Location | Production Company | Location |
|---|------------------------------|------------------------------|-------------------|-------------------------|--|----------------------------------|
| A10 Animation | | | | | | |
| GUARDIAN OF FEATHERS - THE UNTOLD TALE OF A FORGOTTEN JOURNEY | ABULRISH CHILDREN'S HOSPITAL | ABULRISH CHILDREN'S HOSPITAL | KAIRO Cairo | EGYPT | BIGFOOT FILMS Cairo | EGYPT |
| ARAFA'S TALE | ARAFA | ARAFA FULL RANGE | MONKEYS Cairo | EGYPT | BRANDWORX Cairo MONKEYS Cairo AHMED TAREK YEHIA MUSIC STUDIO Cairo | EGYPT |
| CAGED | TAJAWAL | TAJAWAL | DÉJÀVU Dubai | UNITED ARAB EMIRATES | DÉJÀVU Dubai | UNITED ARAB EMIRATES |
| A11 Visual Effects | | | | | | |
| FREEDOM UNLIMITED | ETISALAT | INTERNET BUNDLE | IMPACT BBDO Dubai | UNITED ARAB EMIRATES | RHINO PRODUCTIONS Cairo LZRD Cairo UM MENA Dubai THE GARAGE STUDIO Giza | EGYPT UNITED ARAB EMIRATES |