

Title	Brand	Product/Service	Entrant Company	Location	Media Placement	Location
A01 Fast Moving Consumer Goods						
UNILEVER HAJJ PACK	UNILEVER	LIFEBUOY, SIGNAL TOOTHPASTE, VASELINE PETROLEUM JELLY	MAGNA GLOBAL Dubai	UNITED ARAB EMIRATES		
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
POP-UP BOOKS	WHSMITH	CHILDRENS LITERATURE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	ADCOLONY Dubai UNITY / PROMO FIX Dubai	UNITED ARAB EMIRATES
A05 Media / Entertainment						
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES		
A06 Consumer Services / Business to Business						
THE MOST VIEWED BILLBOARD IN THE MIDDLE EAST	DUBAI MEDIA CITY	DUBAI MEDIA CITY	DUBAI MEDIA CITY	UNITED ARAB EMIRATES	DUBAI MEDIA CITY	UNITED ARAB EMIRATES
A07 Not-for-profit / Charity / Government						
BLOOD UNITY	DONNER SANG COMPTER (DSC)	ASHURA BLOOD DONATION DRIVE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	FP7 McCANN 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	UNIVERSAL MEDIA Dubai	UNITED ARAB EMIRATES
HEBREW CARD	ABU DHABI INVESTMENT OFFICE (ADIO)	HEBREW CARD	TBWAIRAAD Dubai	UNITED ARAB EMIRATES		
A08 Corporate Social Responsibility (CSR) / Corporate Image						
IMAGINATION HAS NO GENDER	LEGO	LEGO	INITIATIVE MENA Dubai	UNITED ARAB EMIRATES	INITIATIVE MENA Dubai	UNITED ARAB EMIRATES
B01 Use of TV & Other Screens						
#SOUNDOFRESILIENCE	BAALBECK INTERNATIONAL FESTIVAL	BAALBECK INTERNATIONAL FESTIVAL 2020	IMPACT BBDO Beirut	LEBANON		
B02 Use of Audio Platforms						
ZIKRAYAT PLAYLIST	ALZHEIMER'S ASSOCIATION LEBANON	ZIKRAYAT PLAYLIST	CHEIL WORLDWIDE Dubai	UNITED ARAB EMIRATES		
VIOLENCE COVER	INTERNAL SECURITY FORCES / ABAAD	ANTI-DOMSETIC-VIOLENCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES		
B03 Use of Print / Outdoor						
LIGHTS ON; THE AUGUST HIGHWAY	FIRST ABU DHABI BANK	FIRST ABU DHABI BANK	KAIRO Cairo	EGYPT	KAIRO Cairo	EGYPT
THE MOST VIEWED BILLBOARD IN THE MIDDLE EAST	DUBAI MEDIA CITY	DUBAI MEDIA CITY	DUBAI MEDIA CITY	UNITED ARAB EMIRATES	DUBAI MEDIA CITY	UNITED ARAB EMIRATES
B05 Use of Ambient Media: Large Scale						
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	UNIVERSAL MEDIA Dubai	UNITED ARAB EMIRATES
B06 Use of Events / Stunts						
#LOCKDOWNNOTLOCKUP	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEBANON
ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWAIRAAD Dubai	UNITED ARAB EMIRATES	CARAT Dubai	UNITED ARAB EMIRATES
CASTROL WELLNESS PROGRAM	CASTROL	CASTROL	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES		
NO CEDAR. NO LEBANON.	LEBANESE BASKETBALL FEDERATION (FLB)	BASKETBALL FEDERATION	VMLY&R Dubai	UNITED ARAB EMIRATES	VMLY&R Dubai	UNITED ARAB EMIRATES
B07 Use of Digital Platforms						
HUNGER INSURANCE	SNICKERS	CHOCOLATE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	OMD Beirut ANGHAMI Dubai	LEBANON UNITED ARAB EMIRATES
SHIFT+K+F+C	KFC	KFC	TBWAIRAAD Dubai	UNITED ARAB EMIRATES	HEARTS & SCIENCE Dubai	UNITED ARAB EMIRATES
B08 Use of Mobile & Devices						
INSTAGUARD	KAFA	KAFA	TBWAIRAAD Dubai	UNITED ARAB EMIRATES		
POP-UP BOOKS	WHSMITH	CHILDRENS LITERATURE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	ADCOLONY Dubai UNITY / PROMO FIX Dubai	UNITED ARAB EMIRATES

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B09 Use of Social Platforms						
#CREATEFORGOOD	TIKTOK	TIKTOK	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
WHO SAID MEN DON'T CRY?	BURGER KING	SPICY MENU	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA		
INSTAGUARD	KAFA	KAFA	TBWAIRAAD Dubai	UNITED ARAB EMIRATES		
B10 Use of Technology						
SHIFT+K+F+C	KFC	KFC	TBWAIRAAD Dubai	UNITED ARAB EMIRATES	HEARTS & SCIENCE Dubai	UNITED ARAB EMIRATES
C03 Data-Driven Targeting						
CASTROL CARE FOR CARETAKERS	CASTROL	CASTROL	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES		
UNILEVER HAJJ PACK	UNILEVER	LIFEBUOY, SIGNAL TOOTHPASTE, VASELINE PETROLEUM JELLY	MAGNA GLOBAL Dubai	UNITED ARAB EMIRATES		
D01 Use of Brand or Product Integration into a Programme or Platform						
GIVE THE VOICE A BREAK	KITKAT	KITKAT	PUBLICIS MIDDLE EAST Dubai	UNITED ARAB EMIRATES	ZENITH Dubai	UNITED ARAB EMIRATES
D02 Use of Branded Content created for Digital or Social						
REPURPOSED MEALS	ARLA FOODS	PUCK	PHD Dubai	UNITED ARAB EMIRATES	PHD Dubai	UNITED ARAB EMIRATES
E01 Use of Integrated Media						
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	HOME CENTRE Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	UNITED ARAB EMIRATES
GIVE THE VOICE A BREAK	KITKAT	KITKAT	PUBLICIS MIDDLE EAST Dubai	UNITED ARAB EMIRATES	ZENITH Dubai	UNITED ARAB EMIRATES
HUNGER INSURANCE	SNICKERS	CHOCOLATE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	OMD Beirut ANGHAMI Dubai	LEBANON UNITED ARAB EMIRATES
G01 Local Brand						
WASALTI REFLECTING HER REAL IMAGE	RIYAD BANK	WOMEN BANKING	GREY RIYADH Riyadh	SAUDI ARABIA		
ROOFTOP FARMS	KNORR	CSR PROGRAM	FP7 McCANN Cairo	EGYPT	MAGNA Cairo	EGYPT
G02 Challenger Brand						
LIGHTS ON; THE AUGUST HIGHWAY	FIRST ABU DHABI BANK	FIRST ABU DHABI BANK	KAIRO Cairo	EGYPT	KAIRO Cairo	EGYPT
AS FAR AS WE GO	ALMOSAFER	RAMADAN 2019	ALMOSAFER Riyadh	UNITED ARAB EMIRATES	FP7 McCANN Dubai ALMOSAFER Riyadh	UNITED ARAB EMIRATES
G03 Single Market Campaign						
LIGHTS ON; THE AUGUST HIGHWAY	FIRST ABU DHABI BANK	FIRST ABU DHABI BANK	KAIRO Cairo	EGYPT	KAIRO Cairo	EGYPT
G04 Social Behaviour & Cultural Insight						
WASALTI REFLECTING HER REAL IMAGE	RIYAD BANK	WOMEN BANKING	GREY RIYADH Riyadh	SAUDI ARABIA		
A DAD'S JOB	HOME CENTRE	FATHER'S DAY & BEYOND	HOME CENTRE Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	UNITED ARAB EMIRATES
THE HANDS I'VE NEVER SEEN	MIO	MIO DETERGENTS	RAPP MOROCCO Casablanca	MOROCCO	RAPP MOROCCO Casablanca	MOROCCO
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES		
BLOOD UNITY	DONNER SANG COMPTER (DSC)	ASHURA BLOOD DONATION DRIVE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	UNITED ARAB EMIRATES
G05 Breakthrough on a Budget						
STORIES OF MECCA	ALMOSAFER	RAMADAN 2020	FP7 McCANN RIYADH	SAUDI ARABIA	FP7 McCANN RIYADH	SAUDI ARABIA
THE MOST VIEWED BILLBOARD IN THE MIDDLE EAST	DUBAI MEDIA CITY	DUBAI MEDIA CITY	DUBAI MEDIA CITY	UNITED ARAB EMIRATES	DUBAI MEDIA CITY	UNITED ARAB EMIRATES
AS FAR AS WE GO	ALMOSAFER	RAMADAN 2019	ALMOSAFER Riyadh	UNITED ARAB EMIRATES	FP7 McCANN Dubai ALMOSAFER Riyadh	UNITED ARAB EMIRATES