

Title	Brand	Product/Service	Entrant Company	Location
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
BURGER	LEGO SAUDI STORES	RETAIL	HAVAS Dubai	UNITED ARAB EMIRATES
ICE CREAM	LEGO SAUDI STORES	RETAIL	HAVAS Dubai	UNITED ARAB EMIRATES
A05 Media / Entertainment				
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
A07 Not-for-profit / Charity / Government				
NOT YOURS / YOUR MONEY	FIFTY FIFTY LEBANON	WOMEN'S EQUAL PAY INITIATIVE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
INEQUALITY / FOR EQUALITY	FIFTY FIFTY LEBANON	WOMEN'S EQUAL PAY INITIATIVE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
IF I MAY / I ACHIEVE	FIFTY FIFTY LEBANON	WOMEN'S EQUAL PAY INITIATIVE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
B01 Fast Moving Consumer Goods				
ZANDER LAWRENCE ARSLANOSKI	COLGATE	COLGATE	VMLY&R Dubai	UNITED ARAB EMIRATES
RUE NATALIE PALLEROS	COLGATE	COLGATE	VMLY&R Dubai	UNITED ARAB EMIRATES
B04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
HOUSE 1	BURGER KING	HOME DELIVERY	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
HOUSE 3	BURGER KING	HOME DELIVERY	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
FOOTBALL	SPORTS 4EVER	SPORTS 4EVER	TBWAIIRAAD Dubai	UNITED ARAB EMIRATES
SKATE4EVER	SPORTS 4EVER	SPORTS 4EVER	TBWAIIRAAD Dubai	UNITED ARAB EMIRATES
ICE HOCKEY	SPORTS 4EVER	SPORTS 4EVER	TBWAIIRAAD Dubai	UNITED ARAB EMIRATES
B05 Media / Entertainment				
NEWS FROM THIS SIDE	TIMES OF OMAN	NEWSPAPER	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES
B06 Consumer Services / Business to Business				
COFFEE SHOP	SAUDI TELECOM COMPANY	SUSTAINABILITY	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
STORE	SAUDI TELECOM COMPANY	SUSTAINABILITY	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
FOOD COURT	SAUDI TELECOM COMPANY	SUSTAINABILITY	WUNDERMAN THOMPSON Riyadh	SAUDI ARABIA
B07 Not-for-profit / Charity / Government				
ALI	UNICEF	CHARITY	WUNDERMAN THOMPSON Casablanca	MOROCCO
AMAL	UNICEF	CHARITY	WUNDERMAN THOMPSON Casablanca	MOROCCO
SARAH & SOFIA	UNICEF	CHARITY	WUNDERMAN THOMPSON Casablanca	MOROCCO
SALAH	UNICEF	CHARITY	WUNDERMAN THOMPSON Casablanca	MOROCCO
C03 Dynamic Digital Screens				
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
D01 Displays				
THE CLASS OF NO TOMORROW	UNICEF	SAFE SCHOOLS DECLARATION	TRAFFIC DIGITAL Dubai	UNITED ARAB EMIRATES
D02 Mass Distributed Promotional Items & Printed Media				
THE KITCHEN IS FOR EVERYONE	GENERAL MILLS	BETTY CROCKER	VMLY&R Dubai	UNITED ARAB EMIRATES
BUY WITH YOUR TIME	AL FUTTAIM IKEA	IKEA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
D03 Limited Run Promotional Items & Printed Media				
LEGO NEWS REBUILT	LEGO SAUDI STORES	RETAIL	HAVAS Dubai	UNITED ARAB EMIRATES
NISSAN UNSTUCK POSTER	ARABIAN AUTOMOBILES	NISSAN PATROL	TBWAIIRAAD Dubai	UNITED ARAB EMIRATES
D05 Special Build				
THE KING OF INTERNET	CONNECT	CONNECT INTERNET SERVICES	TBWAIIRAAD Dubai	UNITED ARAB EMIRATES
D06 Live Advertising & Events				
NO CEDAR. NO LEBANON.	LEBANESE BASKETBALL FEDERATION (FLB)	BASKETBALL FEDERATION	VMLY&R Dubai	UNITED ARAB EMIRATES
ASTRONOMICAL SALES	MASTERCARD	FINANCIAL	FP7 McCANN Dubai	UNITED ARAB EMIRATES
D07 Interactive Experiences				
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
D08 Transit				
MARTIAN INK	THE UAE GOVERNMENT MEDIA OFFICE	THE MARTIAN VISA	GOVERNMENT OF UAE MEDIA OFFICE Dubai	UNITED ARAB EMIRATES
F02 Challenger Brand				
I DECLARE	AA - ADVERTISING ASSOCIATION IN LEBANON	"I DECLARE" INITIATIVE	PHENOMENA Beirut	LEBANON
F04 Social Behaviour & Cultural Insight				
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
F05 Breakthrough on a Budget				
THE MOST VIEWED BILLBOARD IN THE MIDDLE EAST	DUBAI MEDIA CITY	DUBAI MEDIA CITY	DUBAI MEDIA CITY	UNITED ARAB EMIRATES