

| Title                            | Brand   | Product/Service                                       | Category   | Entrant Company  | Location             |
|----------------------------------|---|---|--|--|----------------------|
| <b>Grand Prix</b>                |   |   |  |  |                      |
| THE KING OF INTERNET             | CONNECT   | CONNECT INTERNET SERVICES                             | Special Build                                      | TBWAIRAAD, Dubai   | UNITED ARAB EMIRATES |
| <b>Gold</b>                      |   |   |  |  |                      |
| BUY WITH YOUR TIME               | AL FUTTAIM IKEA                                       | IKEA  | Mass Distributed Promotional Items & Printed Media | MEMAC OGILVY, Dubai  | UNITED ARAB EMIRATES |
| LEGO NEWS REBUILT                | LEGO SAUDI STORES                                     | RETAIL  | Limited Run Promotional Items & Printed Media      | HAVAS, Dubai   | UNITED ARAB EMIRATES |
| <b>Silver</b>                    |   |   |  |  |                      |
| MARTIAN INK                      | THE UAE GOVERNMENT MEDIA OFFICE                       | THE MARTIAN VISA                                      | Transit  | GOVERNMENT OF UAE MEDIA OFFICE, Dubai                        | UNITED ARAB EMIRATES |
| I DECLARE                        | AA - ADVERTISING ASSOCIATION IN LEBANON               | "I DECLARE" INITIATIVE                                | Challenger Brand                                   | PHENOMENA, Beirut  | LEBANON              |
| THE NEW NATIONAL ANTHEM EDITION  | AN-NAHAR  | NEWSPAPER   | Social Behaviour & Cultural Insight                | IMPACT BBDO, Dubai   | UNITED ARAB EMIRATES |
| <b>Bronze</b>                    |   |   |  |  |                      |
| ASTRONOMICAL SALES               | MASTERCARD  | FINANCIAL   | Live Advertising & Events                          | 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 | Interactive Experiences                            | THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES, Dubai | UNITED ARAB EMIRATES |
| <b>Bronze Campaign</b>           |   |   |  |  |                      |
| ZANDER LAWRENCE ARSLANOSKI       | COLGATE   | COLGATE   | Fast Moving Consumer Goods                         | VMLY&R, Dubai  | UNITED ARAB EMIRATES |
| RUE NATALIE PALLEROS             | COLGATE   | COLGATE   | Fast Moving Consumer Goods                         | VMLY&R, Dubai  | UNITED ARAB EMIRATES |
| ALI                              | UNICEF  | CHARITY   | Not-for-profit / Charity / Government              | WUNDERMAN THOMPSON, Casablanca                               | MOROCCO              |
| AMAL                             | UNICEF  | CHARITY   | Not-for-profit / Charity / Government              | WUNDERMAN THOMPSON, Casablanca                               | MOROCCO              |
| SARAH & SOFIA                    | UNICEF  | CHARITY   | Not-for-profit / Charity / Government              | WUNDERMAN THOMPSON, Casablanca                               | MOROCCO              |
| SALAH                            | UNICEF  | CHARITY   | Not-for-profit / Charity / Government              | WUNDERMAN THOMPSON, Casablanca                               | MOROCCO              |