

Print & Publishing

Shortlist 2020 / 2021

presented by
TikTok

Dubai Lynx

Title	Brand	Product/Service	Entrant Company	Location
A01 Fast Moving Consumer Goods				
AINSLEY BELLE PORTER	COLGATE	COLGATE	VMLY&R Dubai	UNITED ARAB EMIRATES
ZANDER LAWRENCE ARSLANOSKI	COLGATE	COLGATE	VMLY&R Dubai	UNITED ARAB EMIRATES
RUE NATALIE PALLEROS	COLGATE	COLGATE	VMLY&R Dubai	UNITED ARAB EMIRATES
A03 Durable Consumer Goods including Automotive				
ROOM TO CHANGE	IKEA	IKEA STORAGE & ORGANISATION	LEO BURNETT Riyadh	SAUDI ARABIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
LEGO NEWS REBUILT	LEGO SAUDI STORES	RETAIL	HAVAS Dubai	UNITED ARAB EMIRATES
ICE HOCKEY	SPORTS 4EVER	SPORTS 4EVER	TBWA\IRAAD Dubai	UNITED ARAB EMIRATES
A05 Media / Entertainment				
WOMEN TALK TOO MUCH	AN-NAHAR	NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
A07 Not-for-profit / Charity / Government				
ALI	UNICEF	CHARITY	WUNDERMAN THOMPSON Casablanca	MOROCCO
AMAL	UNICEF	CHARITY	WUNDERMAN THOMPSON Casablanca	MOROCCO
SARAH & SOPHIA	UNICEF	CHARITY	WUNDERMAN THOMPSON Casablanca	MOROCCO
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
BABY	THE LEBANESE ARMY	PEACE CAMO ARMY UNIFORM	TBWA\IRAAD Dubai	UNITED ARAB EMIRATES
FLOWER	THE LEBANESE ARMY	PEACE CAMO ARMY UNIFORM	TBWA\IRAAD Dubai	UNITED ARAB EMIRATES
B02 Innovative Use of Print				
LEGO NEWS REBUILT	LEGO SAUDI STORES	RETAIL	HAVAS Dubai	UNITED ARAB EMIRATES
C01 Commercial Publications				
THE BOOK OF ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWA\IRAAD Dubai	UNITED ARAB EMIRATES
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES