

Radio & Audio

Shortlist 2020 / 2021



Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
A03 Durable Consumer Goods including Automotive						
UMBERTO & UMBERTO	NISSAN MIDDLE EAST	NISSAN	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
BIG DRAMA	BABYSHOP	BABY APPAREL SALE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	PRODUCE SOUND Johannesburg	SOUTH AFRICA
BIG TRAGEDY	BABYSHOP	BABY APPAREL SALE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	PRODUCE SOUND Johannesburg	SOUTH AFRICA
LOST CONTACT	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES	EARDRUM Sydney	AUSTRALIA
B02 Use of Audio Technology / Voice Activation						
PROTECTSET	MOBILY	MOBILY ESPORTS	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES	PIXEL PLUS MEDIA Dubai SONIDO ANTRO Miami JOY FILMS Dubai	UNITED ARAB EMIRATES USA
B04 Branded Content / Podcasts						
THE KITCHEN IS FOR EVERYONE	GENERAL MILLS	BETTY CROCKER	VMLY&R Dubai	UNITED ARAB EMIRATES		
C02 Sound Design						
BIG DRAMA	BABYSHOP	BABY APPAREL SALE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	PRODUCE SOUND Johannesburg	SOUTH AFRICA
BIG TRAGEDY	BABYSHOP	BABY APPAREL SALE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	PRODUCE SOUND Johannesburg	SOUTH AFRICA
BIG HORROR	BABYSHOP	BABY APPAREL SALE	FP7 McCANN Dubai	UNITED ARAB EMIRATES	PRODUCE SOUND Johannesburg	SOUTH AFRICA
C03 Script						
THE NEW NATIONAL ANTHEM EDITION	AN-NAHAR	NEWSPAPER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	BOOMTOWN PRODUCTIONS Dubai	UNITED ARAB EMIRATES
THE LONGEST HOUR	DELIVEROO	DELIVEROO	? AND US Dubai	UNITED ARAB EMIRATES	EARDRUM Sydney	AUSTRALIA
LINCOLN & KENNEDY	NISSAN MIDDLE EAST	NISSAN	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
UMBERTO & UMBERTO	NISSAN MIDDLE EAST	NISSAN	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		
DA VINCI & EINSTEIN	NISSAN MIDDLE EAST	NISSAN	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		