



PRIZELIST PROMO & DIRECT

Client Loyalty

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
594	23863	#ShopLess	BRF	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald

Drive to Dstore/ to e-Shop

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
1887	24470	Champion's Hijack	Go Sport	TBWARAAD	Dubai	United Arab Emirates	Sapphire

Point of Sales / e-Commerce Animation

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
1880	24470	One-Drop Bottle	Pril	TBWARAAD	Dubai	United Arab Emirates	Cristal

Best use of Merchandising / In-Store Marketing

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
515	23855	Pass A Smile	PepsiCo	BBDO Pakistan	Lahore	Pakistan	Emerald
1876	24470	One-Drop Bottle	Pril	TBWARAAD	Dubai	United Arab Emirates	Sapphire

Best use of Print, Classic Outdoor in a Promotional Campaign

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
778	23887	Making Sense of Dyslexia	Sydxlexia	Impact BBDO Dubai	Dubai	United Arab Emirates	Sapphire

Best use of Ambient in a Promotional Campaign

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
689	23880	Switched On	Pepsico	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald

Best use of Direct Marketing

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
515	23855	Pass A Smile	PepsiCo	BBDO Pakistan	Lahore	Pakistan	Emerald
688	23880	Skip Friday 13	La Libanaise Des Jeux	Impact BBDO Dubai	Dubai	United Arab Emirates	Sapphire

Best use of Direct Marketing led by Digital & Social

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
459	23828	Champion's Hijack	Go Sport	TBWARAAD	Dubai	United Arab Emirates	Emerald
594	23863	#ShopLess	BRF	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald
636	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates	Cristal
688	23880	Skip Friday 13	La Libanaise Des Jeux	Impact BBDO Dubai	Dubai	United Arab Emirates	Sapphire

Best use of Direct Marketing led by Mobile

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
636	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald

Best use of Promo & Activation

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
515	23855	Pass A Smile	PepsiCo	BBDO Pakistan	Lahore	Pakistan	Sapphire
689	23880	Switched On	Pepsico	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald
3171	25023	Now you Can Predict the Score	Pepsico	IMPACT BBDO	CAIRO	EGYPT	Emerald

Best use of Promo & Activation led by Digital & Social

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
522	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan	Emerald
594	23863	#ShopLess	BRF	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald

Best Integrated Campaign led by Direct Marketing

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
636	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald
2246	24614	The Good Note	Bou Khalil Supermarché	J. Walter Thompson Beirut	Beirut	Lebanon	Cristal

Best Integrated Campaign led by Promo & Activation

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
515	23855	Pass A Smile	PepsiCo	BBDO Pakistan	Lahore	Pakistan	Sapphire
594	23863	#ShopLess	BRF	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald
703	17203	Chipsy UCL: Now you can predict the score	PepsiCo	Impact BBDO Cairo	Cairo	Egypt	Emerald

Consumer Goods

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
456	23828	One-Drop Bottle	Pril	TBWARAAD	Dubai	United Arab Emirates	Cristal + Grand Cristal
515	23855	Pass A Smile	PepsiCo	BBDO Pakistan	Lahore	Pakistan	Emerald

Home

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
1877	24470	One-Drop Bottle	Pril	TBWARAAD	Dubai	United Arab Emirates	Cristal

Telecommunication

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
557	23861	Tropa For Life	du	Leo Burnett Dubai	Dubai	United Arab Emirates	Emerald

Entertainment / Travel / Tourism

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
688	23880	Skip Friday 13	La Libanaise Des Jeux	Impact BBDO Dubai	Dubai	United Arab Emirates	Sapphire

Retail / e-Commerce

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
459	23828	Champion's Hijack	Go Sport	TBWARAAD	Dubai	United Arab Emirates	Sapphire

Public Interest

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
476	23828	Ensa Joura	MTV	TBWARAAD LEBANON	Beirut	Lebanon	Sapphire
594	23863	#ShopLess	BRF	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald
778	23887	Making Sense of Dyslexia	Sydexia	Impact BBDO Dubai	Dubai	United Arab Emirates	Emerald

NGO / Great Cause / Charity

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
522	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan	Cristal

Corporate

Id	Order Id	Entry Title	Client	Agency	City	Country	Award
2440	24703	Downtown Fonts	Al Ismaelia for Real Estate Investment	J.Walter Thompson Cairo	Cairo	Egypt	Cristal