



SHORTLIST BRAND ENTERTAINMENT & CONTENT

Online fiction

ID	Order Id	Entry Title	Client	Agency	City	Country
563	23861	The Future of Prepaid	du	Leo Burnett Dubai	Dubai	United Arab Emirates
617	23872	Lies	Centrepoint - Landmark Group	Impact BBDO Dubai	Dubai	United Arab Emirates
619	23872	Sabotage	Centrepoint - Landmark Group	Impact BBDO Dubai	Dubai	United Arab Emirates
620	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates

Non-fiction film

ID	Order Id	Entry Title	Client	Agency	City	Country
520	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan
2647	24781	THE ROAMING PUPPET	SAUDI TELECOM COMPANY - STC	J. WALTER THOMPSON KSA	Riyadh	Saudi Arabia

10 minutes online non-fiction or under

ID	Order Id	Entry Title	Client	Agency	City	Country
520	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan
2728	24832	Not Just Special But Super	City Centre Deira/Mirdif	Mediavest Spark	Dubai	UAE

Brand or product integration into an existing programme or platform

ID	Order Id	Entry Title	Client	Agency	City	Country
1881	24470	Emirates Movie Index	Emirates Holidays	TBWARAAD	Dubai	United Arab Emirates
678	17156	Declare Your Talent - Zee3 Mawhebtak	Unilever	Magna Egypt	Cairo	Egypt

Best use or integration of experiential events

ID	Order Id	Entry Title	Client	Agency	City	Country
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516	23855	Pass A Smile	PepsiCo	BBDO Pakistan	Lahore	Pakistan
606	23867	LIPTON GREEN TEA FIT CART	UNILEVER, DUBAI	MILKSHAKE MEDIA DUBAI / WUNDERMAN MENA	Dubai	UAE
680	23880	Musical Order	Pepsico/KFC	Impact BBDO Dubai	Dubai	United Arab Emirates
685	23880	Treehouse Store	Wrigley	Impact BBDO Dubai	Dubai	United Arab Emirates

Best use or integration of gaming

ID	Order Id	Entry Title	Client	Agency	City	Country
488	23837	Stand For Good	Ooredoo Group	Havas Worldwide Middle East	Dubai	UAE
592	23863	#SaveYourFlavour	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates
620	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates

Best use or integration of user-generated content

ID	Order Id	Entry Title	Client	Agency	City	Country
474	23828	Ensa Joura	MTV	TBWARAAD Lebanon	Beirut	Lebanon
516	23855	Pass A Smile	PepsiCo	BBDO Pakistan	Lahore	Pakistan

Best use or integration of music

ID	Order Id	Entry Title	Client	Agency	City	Country
500	23845	Jamila 50 ans	Jamila	Buzzkito Maghreb	Casablanca	Morocco
558	23861	Tropa For Life	du	Leo Burnett Dubai	Dubai	United Arab Emirates
680	23880	Musical Order	Pepsico/KFC	Impact BBDO Dubai	Dubai	United Arab Emirates
692	23880	Traffic Jam	Pepsico	Impact BBDO Dubai	Dubai	United Arab Emirates
2739	24834	The best is yet to come "Al Jay Afdal"	Mobily	Initiative MENA	Dubai	United Arab Emirates

Best use or integration of digital or social media

ID	Order Id	Entry Title	Client	Agency	City	Country
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474	23828	Ensa Joura	MTV	TBWARAAD Lebanon	Beirut	Lebanon
558	23861	Tropa For Life	du	Leo Burnett Dubai	Dubai	United Arab Emirates
592	23863	#SaveYourFlavour	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates
2375	24622	I Can Teach You Too	Dubai Cares	J.Walter Thompson	Dubai	United Arab Emirates
2728	24832	Not Just Special But Super	City Centre Deira/Mirdif	Mediavest Spark	Dubai	UAE
678	17156	Declare Your Talent - Zee3 Mawhebtak	Unilever	Magna Egypt	Cairo	Egypt

Best integrated content campaign

ID	Order Id	Entry Title	Client	Agency	City	Country
520	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan
558	23861	Tropa For Life	du	Leo Burnett Dubai	Dubai	United Arab Emirates
701	17203	Pepsi Sound of the Nation	PepsiCo	Impact BBDO	Cairo	Egypt

Best product launch

ID	Order Id	Entry Title	Client	Agency	City	Country
685	23880	Treehouse Store	Wrigley	Impact BBDO Dubai	Dubai	United Arab Emirates
3173	25023	C9 LAUNCH CAMPAIGN	Tecno Mobile	IMPACT BBDO	Cairo	EGYPT

Best brand building

ID	Order Id	Entry Title	Client	Agency	City	Country
2649	24781	1ST BRANDED ONLINE ENTERTAINMENT HUB	1ST BRANDED ONLINE ENTERTAINMENT HUB	J. WALTER THOMPSON KSA	Riyadh	Saudi Arabia

Best brand culture

ID	Order Id	Entry Title	Client	Agency	City	Country
520	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan
692	23880	Traffic Jam	Pepsico	Impact BBDO Dubai	Dubai	United Arab Emirates