



SHORTLIST DIGITAL

Food / Drink

ID	Order Id	Entry Title	Client	Agency	City	Country
621	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates
2523	24733	Tea Experts - Lipton	Unilever	Magna	Cairo	Egypt
2525	24733	The Spirit of Ramadan 3.0	Unilever	Magna	Cairo	Egypt
3186	25028	They're Just Cows	Labanita	Initiative Media	Cairo	Egypt

Charity / General Interest

ID	Order Id	Entry Title	Client	Agency	City	Country
473	23828	Ensa Joura	MTV	TBWARAAD	Dubai	UAE
523	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan
2726	24832	Memories Matter	Project We Forgot	Mediavest Spark	Dubai	UAE

Culture / Entertainment / Games / Sport

ID	Order Id	Entry Title	Client	Agency	City	Country
489	23837	Stand For Good	Ooredoo Group	Havas Worldwide Middle East	Doha	Qatar
682	23880	Skip Friday 13	La Libanaise Des Jeux	Impact BBDO Dubai	Dubai	United Arab Emirates

Media

ID	Order Id	Entry Title	Client	Agency	City	Country
422	23763	Mother's Day with The Spot	BA United Holding	Intermarkets	Beirut	Lebanon

Beauty Product / Hygiene / Health Product

ID	Order Id	Entry Title	Client	Agency	City	Country
2176	24579	PONDS Expressions	PONDS	Digital Republic	Cairo	Egypt
683	17156	Declare Your Talent - Zee3 Mawhebtak	Unilever	Magna	Cairo	Egypt

Home

ID	Order Id	Entry Title	Client	Agency	City	Country
664	23878	Making of El kef	Lesieur Cristal	Shem's Publicité	Casablanca	Maroc

Miscellaneous

ID	Order Id	Entry Title	Client	Agency	City	Country
2441	24703	Downtown Fonts	Al Ismaelia for Real Estate Investment	J.Walter Thompson Cairo	Cairo	Egypt

Web Banner

ID	Order Id	Entry Title	Client	Agency	City	Country
783	23889	Office Devices	du	Leo Burnett Dubai	Dubai	United Arab Emirates
1882	24470	Champion's Hijack	Go Sport	TBWARAAD	Dubai	United Arab Emirates

Interactive and Dynamic Banner

ID	Order Id	Entry Title	Client	Agency	City	Country
783	23889	Office Devices	du	Leo Burnett Dubai	Dubai	United Arab Emirates

Innovative Online Ad

ID	Order Id	Entry Title	Client	Agency	City	Country
621	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates
2523	24733	Tea Experts - Lipton	Unilever	Magna	Cairo	Egypt
2526	24733	Pond's Expressions	Unilever	Magna	Cairo	Egypt

Social Video

ID	Order Id	Entry Title	Client	Agency	City	Country
501	23845	Coeur de lait Mother's Day	Coeur de lait	Buzzkito	Casablanca	Morocco
502	23845	Jamila 50 ans	Jamila	Buzzkito	Casablanca	Morocco
523	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan
559	23861	Tropa For Life	du	Leo Burnett Dubai	Dubai	United Arab Emirates

Viral Film

ID	Order Id	Entry Title	Client	Agency	City	Country
523	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan
2176	24579	PONDS Expressions	PONDS	Digital Republic	Cairo	Egypt

Interactive Video

ID	Order Id	Entry Title	Client	Agency	City	Country
621	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates

Series / Webisodes

ID	Order Id	Entry Title	Client	Agency	City	Country
781	23889	Digital Fasting	du	Leo Burnett Dubai	Dubai	United Arab Emirates

Digital Innovation

ID	Order Id	Entry Title	Client	Agency	City	Country
2441	24703	Downtown Fonts	Al Ismaelia for Real Estate Investment	J.Walter Thompson Cairo	Cairo	Egypt
3064	24998	Skip Friday 13	Loto Libanaise	Impact BBDO Dubai	Dubai	United Arab Emirates

Branded Games

ID	Order Id	Entry Title	Client	Agency	City	Country
----	----------	-------------	--------	--------	------	---------

486	23837	Stand For Good	Ooredoo Group	Havas Worldwide Middle East	Doha	Qatar
-----	-------	----------------	---------------	-----------------------------	------	-------

Innovative use of Social / Community

ID	Order Id	Entry Title	Client	Agency	City	Country
553	23861	#PostWisely	du	Leo Burnett Dubai	Dubai	United Arab Emirates
562	23861	The Future of Prepaid	du	Leo Burnett Dubai	Dubai	United Arab Emirates
621	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates
2726	24832	Memories Matter	Project We Forgot	Mediavest Spark	Dubai	United Arab Emirates

Best use of Blogger, Influencer, Celebrity

ID	Order Id	Entry Title	Client	Agency	City	Country
781	23889	Digital Fasting	du	Leo Burnett Dubai	Dubai	United Arab Emirates

Best Animation

ID	Order Id	Entry Title	Client	Agency	City	Country
537	23861	du Football Champions - Lucas	du	Leo Burnett Dubai	Dubai	United Arab Emirates

Best Graphic Design and Illustration

ID	Order Id	Entry Title	Client	Agency	City	Country
536	23861	du Football Champions - Ramy	du	Leo Burnett Dubai	Dubai	United Arab Emirates
537	23861	du Football Champions - Lucas	du	Leo Burnett Dubai	Dubai	United Arab Emirates

Best Sound Design or use of Music

ID	Order Id	Entry Title	Client	Agency	City	Country
559	23861	Tropa For Life	du	Leo Burnett Dubai	Dubai	United Arab Emirates

Best Interface & Navigation

ID	Order Id	Entry Title	Client	Agency	City	Country
----	----------	-------------	--------	--------	------	---------

424	23766	Jumeirah Inside	Jumeirah Group	Media Monks Dubai	Hilversum	Netherlands
-----	-------	-----------------	----------------	-------------------	-----------	-------------

Best use of Video

ID	Order Id	Entry Title	Client	Agency	City	Country
424	23766	Jumeirah Inside	Jumeirah Group	Media Monks Dubai	Hilversum	Netherlands
523	23855	#BeatMe	UN Women	BBDO Pakistan	Lahore	Pakistan
621	23872	Stop the Hunger	Mars	Impact BBDO Dubai	Dubai	United Arab Emirates

Best Photography

ID	Order Id	Entry Title	Client	Agency	City	Country
424	23766	Jumeirah Inside	Jumeirah Group	Media Monks Dubai	Hilversum	Netherlands

Best Storytelling

ID	Order Id	Entry Title	Client	Agency	City	Country
501	23845	Coeur de lait Mother's Day	Coeur de lait	Buzzkito	Casablanca	Morocco

Integrated Campaign

ID	Order Id	Entry Title	Client	Agency	City	Country
487	23837	Stand For Good	Ooredoo Group	Havas Worldwide Middle East	Doha	Qatar
553	23861	#PostWisely	du	Leo Burnett Dubai	Dubai	United Arab Emirates
576	23863	#ShopLess	BRF	Impact BBDO Dubai	Dubai	United Arab Emirates
682	23880	Skip Friday 13	La Libanaise Des Jeux	Impact BBDO Dubai	Dubai	United Arab Emirates