



# SHORTLIST FILM

## Food

| Order Item Id | Order Id | Entry Title               | Client               | Agency            | City   |
|---------------|----------|---------------------------|----------------------|-------------------|--------|
| 505           | 23847    | Baking Happiness Everyday | Ted - Tasty Everyday | Phenomena         | Beirut |
| 622           | 23872    | The Warning               | Mars                 | Impact BBDO Dubai | Dubai  |
| 641           | 23872    | Wrestler                  | Mars                 | Impact BBDO Dubai | Dubai  |
| 642           | 23872    | Rockstar                  | Mars                 | Impact BBDO Dubai | Dubai  |
| 698           | 17201    | Tiger - Car Copy          | Egypt Foods          | The Academy       | Giza   |
| 699           | 17201    | Tiger - Girl Copy         | Egypt Foods          | The Academy       | Giza   |

## Drink

| Order Item Id | Order Id | Entry Title     | Client   | Agency           | City   |
|---------------|----------|-----------------|----------|------------------|--------|
| 414           | 23751    | AlMarai Treats  | Al Marai | look advertising | cairo  |
| 526           | 23855    | Pinball Cricket | PepsiCo  | BBDO Pakistan    | Lahore |

|     |       |             |         |                      |        |
|-----|-------|-------------|---------|----------------------|--------|
| 651 | 23875 | BALALAYKA   | PEPSICO | IMPACT BBDO - BEIRUT | BEIRUT |
| 652 | 23875 | BARBER      | PEPSICO | IMPACT BBDO - BEIRUT | BEIRUT |
| 653 | 23875 | AUNTY IMAN  | PEPSICO | IMPACT BBDO - BEIRUT | BEIRUT |
| 659 | 23875 | WATER WORLD | PEPSICO | IMPACT BBDO - BEIRUT | BEIRUT |

## Insurance / Banking / Financial service

| Order Item Id | Order Id | Entry Title            | Client | Agency            | City  |
|---------------|----------|------------------------|--------|-------------------|-------|
| 623           | 23872    | I Learn                | Visa   | Impact BBDO Dubai | Dubai |
| 632           | 23872    | Flowers                | Visa   | Impact BBDO Dubai | Dubai |
| 633           | 23872    | Perfume                | Visa   | Impact BBDO Dubai | Dubai |
| 637           | 23872    | So Strange             | Visa   | Impact BBDO Dubai | Dubai |
| 640           | 23872    | I Have Nothing Special | Visa   | Impact BBDO Dubai | Dubai |
| 645           | 23872    | Teddy Bear             | Visa   | Impact BBDO Dubai | Dubai |

## Telecommunications

| Order Item Id | Order Id | Entry Title | Client | Agency | City |
|---------------|----------|-------------|--------|--------|------|
|---------------|----------|-------------|--------|--------|------|

---

|     |       |                       |    |                   |       |
|-----|-------|-----------------------|----|-------------------|-------|
| 545 | 23861 | #PostWisely - Robbery | du | Leo Burnett Dubai | Dubai |
|-----|-------|-----------------------|----|-------------------|-------|

---

## NGO / Great cause / Charity

| Order Item Id | Order Id | Entry Title         | Client                                   | Agency               | City       |
|---------------|----------|---------------------|--|----------------------|------------|
| 426           | 23769    | FMV Impossible      | Mohammed V Fondation For Solidarity      | Shem's Publicité     | Casablanca |
| 517           | 23855    | #BeatMe             | UN Women                                 | BBDO Pakistan        | Lahore     |
| 650           | 23875    | THE LIVING ROOM WAR | INTERNATIONAL COMMITTEE OF THE RED CROSS | IMPACT BBDO - BEIRUT | BEIRUT     |
| 728           | 17198    | CCTV                | ORMAN CHARITY ASSOCIATION                | TNA                  | Cairo      |

---

## Public interest

| Order Item Id | Order Id | Entry Title           | Client   | Agency            | City       |
|---------------|----------|-----------------------|----------|-------------------|------------|
| 462           | 23828    | Fix our Roads         | MTV      | TBWARAAD LEBANON  | Sin El Fil |
| 517           | 23855    | #BeatMe               | UN Women | BBDO Pakistan     | Lahore     |
| 545           | 23861    | #PostWisely - Robbery | du       | Leo Burnett Dubai | Dubai      |
| 546           | 23861    | #PostWisely - Kidnap  | du       | Leo Burnett Dubai | Dubai      |
| 547           | 23861    | #PostWisely - Murder  | du       | Leo Burnett Dubai | Dubai      |

---

# Leisure / Entertainment / Games / Sport

| Order Item Id | Order Id | Entry Title                         | Client | Agency            | City  |
|---------------|----------|-------------------------------------|--------|-------------------|-------|
| 566           | 23861    | du Tuesday - Verisimilitude at Noon | du     | Leo Burnett Dubai | Dubai |

## Retail store

| Order Item Id | Order Id | Entry Title | Client                       | Agency            | City  |
|---------------|----------|-------------|------------------------------|-------------------|-------|
| 615           | 23872    | Lies        | Centrepoint - Landmark Group | Impact BBDO Dubai | Dubai |
| 630           | 23872    | Sabotage    | Centrepoint - Landmark Group | Impact BBDO Dubai | Dubai |

## Restaurant & fast food outlet

| Order Item Id | Order Id | Entry Title | Client | Agency            | City  |
|---------------|----------|-------------|--------|-------------------|-------|
| 610           | 23872    | Mish Mish   | KFC    | Impact BBDO Dubai | Dubai |
| 611           | 23872    | Intense     | KFC    | Impact BBDO Dubai | Dubai |

## Home

| Order Item Id | Order Id | Entry Title  | Client          | Agency           | City       |
|---------------|----------|--------------|-----------------|------------------|------------|
| 427           | 23769    | El Kef Flics | Lesieur Cristal | Shem's Publicité | Casablanca |

---

|     |       |         |      |                 |       |
|-----|-------|---------|------|-----------------|-------|
| 608 | 23871 | SHADOWS | IKEA | MILKSHAKE MEDIA | Dubai |
|-----|-------|---------|------|-----------------|-------|

---

## Electronic product

| Order Item Id | Order Id | Entry Title               | Client       | Agency      | City  |
|---------------|----------|---------------------------|--------------|-------------|-------|
| 710           | 17203    | Winpad "Cold War"         | TECNO        | Impact BBDO | Cairo |
| 711           | 17203    | Winpad "Delivery"         | TECNO        | Impact BBDO | Cairo |
| 712           | 17203    | Winpad"Living"            | TECNO        | Impact BBDO | Cairo |
| 717           | 17203    | Phantom series "Hospital" | Tecno Mobile | Impact BBDO | Cairo |
| 715           | 17203    | Camon C9 "Gym"            | TECNO        | Impact BBDO | Cairo |
| 719           | 17203    | Camon C9 "Outing"         | Tecno Mobile | Impact BBDO | Cairo |
| 720           | 17203    | Camon C9 "Park"           | Tecno Mobile | Impact BBDO | Cairo |

---

## Beauty / Hygiene / Health

| Order Item Id | Order Id | Entry Title | Client   | Advertising Agency | City  |
|---------------|----------|-------------|----------|--------------------|-------|
| 707           | 17203    | Car Copy    | Haircode | Impact BBDO        | Cairo |
| 708           | 17203    | Cinema Copy | Haircode | Impact BBDO        | Cairo |

---

---

|     |       |               |          |             |       |
|-----|-------|---------------|----------|-------------|-------|
| 709 | 17203 | Football Copy | Haircode | Impact BBDO | Cairo |
|-----|-------|---------------|----------|-------------|-------|

---

## Viral Film

| Order Item Id | Order Id | Entry Title   | Client   | Advertising Agency | City   |
|---------------|----------|---------------|----------|--------------------|--------|
| 462           | 23828    | Fix our Roads | MTV      | TBWARAAD LEBANON   | Beirut |
| 517           | 23855    | #BeatMe       | UN Women | BBDO Pakistan      | Lahore |
| 641           | 23872    | Wrestler      | Mars     | Impact BBDO Dubai  | Dubai  |
| 642           | 23872    | Rockstar      | Mars     | Impact BBDO Dubai  | Dubai  |

---

## Brand entertainment & content for TV/cinema

| Order Item Id | Order Id | Entry Title | Client   | Advertising Agency | City   |
|---------------|----------|-------------|----------|--------------------|--------|
| 517           | 23855    | #BeatMe     | UN Women | BBDO Pakistan      | Lahore |

---