



SHORTLIST MEDIA

A1. Consumer goods

ID	Order Id	Entry Title	Client	City	Country	Agency
2505	24729	So that Beirut Remains Almaza	Brasserie Almaza S.A.L. (part of Heineken group)	Beirut	Lebanon	Starcom
2602	24754	Meal Box Of Happiness	Afia International Company	Jeddah	KSA	Starcom
2814	24867	Cadbury's Mandolin Why two bars?	Mondelez Internation	Cairo	Egypt	Starcom
3040	24979	Labanita..They're just cows!	Labanita	Cairo	Egypt	FP7 Cairo

A3. Banking / Credit institution / Insurance

ID	Order Id	Entry Title	Client	City	Country	Agency
2502	24729	Billboard To Bags	Emirates NBD	Dubai	UAE	MediaVest Spark
2815	24867	Everyday Spends	Visa Inc	Cairo	Egypt	Starcom

A5. Great cause / NGO

ID	Order Id	Entry Title	Client	City	Country	Agency
2502	24729	Billboard To Bags	Emirates NBD	Dubai	UAE	MediaVest Spark
2505	24729	So that Beirut Remains Almaza	Brasserie Almaza S.A.L. (part of Heineken group)	Beirut	Lebanon	Starcom
2579	24745	Not Just Special, But Super!	City Centre Deira/Mirdif	Dubai	United Arab Emirates	Mediavest Spark
2582	24745	Listen Carefully	No More Tears	Dubai	United Arab Emirates	Mediavest Spark
2616	24767	Memories Matter	Project we Forgot	Dubai	UAE	Mediavest Spark

A6. Public interest

ID	Order Id	Entry Title	Client	City	Country	Agency
2616	24767	Memories Matter	Project we Forgot	Dubai	UAE	Mediavest Spark
2817	24869	Tallegha	Saudi Telecom Company	Riyadh	Kuwait	Starcom

A7. Telecommunication

ID	Order Id	Entry Title	Client	City	Country	Agency
2736	24834	The best is yet to come "Al Jay Afdal"	Mobily	Dubai	United Arab Emirates	Initiative MENA
2817	24869	Tallegha	Saudi Telecom Company	Riyadh	Kuwait	Starcom

A8. Media

ID	Order Id	Entry Title	Client	City	Country	Agency
2265	24620	Vape Aerosols	Food & Drug Corporation S.A.L.	Beirut	Lebanon	Mindshare - MENA
2725	24832	BollyMojis	Zee Cinema	Dubai	UAE	Mediavest Spark

A9. Transport / Tourism

ID	Order Id	Entry Title	Client	City	Country	Agency
1879	24470	Emirates Movie Index	Emirates Holidays	Dubai	United Arab Emirates	TBWARAAD
2169	24575	Be There with Emirates	Emirates	Dubai	UAE	Havas Media Middle East
2931	24932	Egypt Tourism Campaign	Egyptian Tourism Authority	Cairo	Egypt	Mindshare

A10. Sport / Leisure / Entertainment

ID	Order Id	Entry Title	Client	City	Country	Agency
2508	24729	ADIDAS TRANSFER PREDICTOR	adidas Emerging Markets (LLC)	DUBAI	UAE	MEDIAVEST SPARK
2578	24745	Freeze Ad	Ski Dubai	Dubai	UAE	Mediavest
3063	24998	Skip Friday 13	Loto Libanais	Dubai	United Arab Emirates	Impact BBDO Dubai

A11. Home

ID	Order Id	Entry Title	Client	City	Country	Agency
1873	24470	One-Drop Bottle	Pril	Dubai	United Arab Emirates	TBWARAAD

A12. Beauty / Hygiene / Health product

ID	Order Id	Entry Title	Client	City	Country	Agency
2522	24733	Rexona- Hossam Ghali	Unilever	Cairo	Egypt	Magna Egypt

A13. Luxury

ID	Order Id	Entry Title	Client	City	Country	Agency
2168	24575	Level Kids Launch	Level Kids	Dubai	UAE	Havas Media Middle East

A15. Retail / e-Commerce

ID	Order Id	Entry Title	Client	City	Country	Agency
1883	24470	Champion's Hijack	Go Sport	Dubai	United Arab Emirates	TBWARAAD
2579	24745	Not Just Special, But Super!	City Centre Deira/Mirdif	Dubai	United Arab Emirates	Mediavest Spark

A16. Restaurants / Fast foods

ID	Order Id	Entry Title	Client	City	Country	Agency
2737	24834	Quad Wrap Challenge	KFC	Dubai	United Arab Emirates	Initiative MENA

B1. Youth (up to 18)

ID	Order Id	Entry Title	Client	City	Country	Agency
2579	24745	Not Just Special, But Super!	City Centre Deira/Mirdif	Dubai	United Arab Emirates	Mediavest Spark
2814	24867	Cadbury's Mandolin Why two bars?	Mondelez Internation	Cairo	Egypt	Starcom

B2. Men

ID	Order Id	Entry Title	Client	City	Country	Agency
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2817	24869	Tallegha	Saudi Telecom Company	Riyadh	Kuwait	Starcom
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B3. Women

ID	Order Id	Entry Title	Client	City	Country	Agency
2506	24729	Samsung Her Program	Samsung Gulf Electronics	Dubai	UAE	Starcom
2585	24745	Al Nahdi Careem	Al Nahdi Pharmacy	jeddah	KSA	Starcom

C1. Best use of Print

ID	Order Id	Entry Title	Client	City	Country	Agency
1884	24470	Champion's Hijack	Go Sport	Dubai	United Arab Emirates	TBWARAAD
2578	24745	Freeze Ad	Ski Dubai	Dubai	UAE	Mediavest
2664	24790	Newsworthy Books	Jarir Bookstore	Riyadh	Saudi Arabia	J. Walter Thompson

C2. Best use of Outdoor

ID	Order Id	Entry Title	Client	City	Country	Agency
2502	24729	Billboard To Bags	Emirates NBD	Dubai	UAE	MediaVest Spark

C3. Best use of Ambient

ID	Order Id	Entry Title	Client	City	Country	Agency
1874	24470	One-Drop Bottle	Pril	Dubai	United Arab Emirates	TBWARAAD
2503	24729	Eidiya Travelling Machine	Emirates NBD	Dubai	UAE	MediaVest Spark
2505	24729	So that Beirut Remains Almaza	Brasserie Almaza S.A.L. (part of Heineken group)	Beirut	Lebanon	Starcom
2583	24745	Samsung Her Program	Samsung	Dubai	UAE	Starcom
2602	24754	Meal Box Of Happiness	Afia International Company	Jeddah	KSA	Starcom

C4. Best use of Audio

ID	Order Id	Entry Title	Client	City	Country	Agency
2580	24745	Beatz of Joy	Magic Planet	Dubai	UAE	Mediavest Spark
2582	24745	Listen Carefully	No More Tears	Dubai	United Arab Emirates	Mediavest Spark

C5. Best use of Screens

ID	Order Id	Entry Title	Client	City	Country	Agency
2581	24745	The Hologram Fashion Show	Mall of the Emirates	Dubai	United Arab Emirates	Mediavest Spark
2725	24832	BollyMojis	Zee Cinema	Dubai	UAE	Mediavest Spark

C6. Best use of Brand Content

ID	Order Id	Entry Title	Client	City	Country	Agency
2169	24575	Be There with Emirates	Emirates	Dubai	UAE	Havas Media Middle East
2579	24745	Not Just Special, But Super!	City Centre Deira/Mirdif	Dubai	United Arab Emirates	Mediavest Spark
2580	24745	Beatz of Joy	Magic Planet	Dubai	UAE	Mediavest Spark
2664	24790	Newsworthy Books	Jarir Bookstore	Riyadh	Saudi Arabia	J. Walter Thompson
2736	24834	The best is yet to come "Al Jay Afdal"	Mobily	Dubai	United Arab Emirates	Initiative MENA

C7. Best use of Events

ID	Order Id	Entry Title	Client	City	Country	Agency
2503	24729	Eidiya Travelling Machine	Emirates NBD	Dubai	UAE	MediaVest Spark
2581	24745	The Hologram Fashion Show	Mall of the Emirates	Dubai	United Arab Emirates	Mediavest Spark

C8. Best use of Digital

ID	Order Id	Entry Title	Client	City	Country	Agency
3137	25018	Nivea Mama	beiersdorf	Casablanca	Morocco	Shem's Publicité

2508	24729	ADIDAS TRANSFER PREDICTOR	adidas Emerging Markets (LLC)	DUBAI	UAE	MEDIAVEST SPARK
2584	24745	#ThisIsTV	Samsung	Dubai	UAE	Starcom
2646	24781	1ST BRANDED ONLINE ENTERTAINMENT HUB	SAUDI TELECOM COMPANY - STC	Riyadh	Saudi Arabia	J.WALTER THOMSPON KSA
3063	24998	Skip Friday 13	Loto Libanais	Dubai	United Arab Emirates	Impact BBDO Dubai

C9. Best use of Social Media

ID	Order Id	Entry Title	Client	City	Country	Agency
2374	24622	I Can Teach You Too	Dubai Cares	Dubai	United Arab Emirates	J.Walter
2616	24767	Memories Matter	Project we Forgot	Dubai	UAE	Mediavest Spark
2737	24834	Quad Wrap Challenge	KFC	Dubai	United Arab Emirates	Initiative MENA
2817	24869	Tallegha	Saudi Telecom Company	Riyadh	Kuwait	Starcom

C10. Best use of Mobile

ID	Order Id	Entry Title	Client	City	Country	Agency
2582	24745	Listen Carefully	No More Tears	Dubai	United Arab Emirates	Mediavest Spark
2616	24767	Memories Matter	Project we Forgot	Dubai	UAE	Mediavest Spark
2738	24834	Huawei Mate8 Launch	Huawei	Dubai	United Arab Emirates	Initiative MENA

C11. Best use of Cultural Campaign

ID	Order Id	Entry Title	Client	City	Country	Agency
2503	24729	Eidiya Travelling Machine	Emirates NBD	Dubai	UAE	MediaVest Spark
2585	24745	Al Nahdi Careem	Al Nahdi Pharmacy	jeddah	KSA	Starcom
2602	24754	Meal Box Of Happiness	Afia International Company	Jeddah	KSA	Starcom
3063	24998	Skip Friday 13	Loto Libanais	Dubai	United Arab Emirates	Impact BBDO Dubai

D. Integrated Campaign

ID	Order Id	Entry Title	Client	City	Country	Agency
2265	24620	Vape Aerosols	Food & Drug Corporation S.A.L.	Beirut	Lebanon	Mindshare - MENA

E2. Environment & sustainable development

ID	Order Id	Entry Title	Client	City	Country	Agency
2502	24729	Billboard To Bags	Emirates NBD	Dubai	UAE	MediaVest Spark