



SHORTLIST ONLINE VIDEO

Best use of humor

ID	Order Id	Entry Title	Client	City	Country	Agency
713	17203	Winpad "Cold"	TECNO	Cairo	Egypt	Impact BBDO

Best webisodes over 3 minutes

ID	Order Id	Entry Title	Client	City	Country	Agency
782	23889	Digital Fasting	du	Dubai	United Arab Emirates	Leo Burnett Dubai

Best social video

ID	Order Id	Entry Title	Client	City	Country	Agency
521	23855	#BeatMe	UN Women	Lahore	Pakistan	BBDO Pakistan
525	23855	Pinball Cricket	PepsiCo	Lahore	Pakistan	BBDO Pakistan
554	23861	#PostWisely	du	Dubai	United Arab Emirates	Leo Burnett Dubai

616	23872	Lies	Centrepont - Landmark Group	Dubai	United Arab Emirates	Impact BBDO Dubai
618	23872	Sabotage	Centrepont - Landmark Group	Dubai	United Arab Emirates	Impact BBDO Dubai
688	17156	The Tea Experts	Unilever	Cairo	Egypt	Magna

Best animation

ID	Order Id	Entry Title	Client	City	Country	Agency
534	23861	du Football Champions - Lucas	du	Dubai	United Arab Emirates	Leo Burnett Dubai
535	23861	du Football Champions - Ramy	du	Dubai	United Arab Emirates	Leo Burnett Dubai

Best editing

ID	Order Id	Entry Title	Client	City	Country	Agency
616	23872	Lies	Centrepont - Landmark Group	Dubai	United Arab Emirates	Impact BBDO Dubai
618	23872	Sabotage	Centrepont - Landmark Group	Dubai	United Arab Emirates	Impact BBDO Dubai

Best music video

ID	Order Id	Entry Title	Client	City	Country	Agency
492	23843	50 ans	Raibi Jamila	Casablanca	Morocco	Buzzkito

560	23861	Tropa For Life - Music Video	du	Dubai	United Arab Emirates	Leo Burnett Dubai
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702	17203	Pepsi Sound of the Nation	PepsiCo	Cairo	Egypt	IMPACT BBDO
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Best branded content video

ID	Order Id	Entry Title	Client	City	Country	Agency
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561	23861	The Future of Prepaid	du	Dubai	United Arab Emirates	Leo Burnett Dubai
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2175	24579	PONDS Expressions	PONDS	Cairo	Egypt	Digital Republic
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Best BtoC campaign

ID	Order Id	Entry Title	Client	City	Country	Agency
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616	23872	Lies	Centrepont - Landmark Group	Dubai	United Arab Emirates	Impact BBDO Dubai
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618	23872	Sabotage	Centrepont - Landmark Group	Dubai	United Arab Emirates	Impact BBDO Dubai
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Best nonprofit/NGO campaign

ID	Order Id	Entry Title	Client	City	Country	Agency
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475	23828	Ensa Joura	MTV	Sin El Fil	Lebanon	TBWARAAD LEBANON
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521	23855	#BeatMe	UN Women	Lahore	Pakistan	BBDO Pakistan
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Best promotional/Branding campaign

ID	Order Id	Entry Title	Client	City	Country	Agency
616	23872	Lies	Centrepoint - Landmark Group	Dubai	United Arab Emirates	Impact BBDO Dubai
618	23872	Sabotage	Centrepoint - Landmark Group	Dubai	United Arab Emirates	Impact BBDO Dubai
688	17156	The Tea Experts	Unilever	Cairo	Egypt	Magna