



SHORTLIST PROMO & DIRECT

Client loyalty

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|-------------|--------|-------------------|-------|----------------------|
| 594 | 23863 | #ShopLess | BRF | Impact BBDO Dubai | Dubai | United Arab Emirates |

Client acquisition

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|-----------------|-------------|-------------------|-------|----------------------|
| 687 | 23880 | Musical Order | Pepsico/KFC | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 693 | 23880 | Treehouse Store | Wrigley | Impact BBDO Dubai | Dubai | United Arab Emirates |

Drive to store/ to e-shop

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|------|----------|------------------|----------|----------|-------|----------------------|
| 1887 | 24470 | Champions Hijack | Go Sport | TBWARAAD | Dubai | United Arab Emirates |

Point of sales/e-commerce animation

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|------|----------|-----------------|---------|---------------|--------|----------------------|
| 515 | 23855 | Pass A Smile | PepsiCo | BBDO Pakistan | Lahore | Pakistan |
| 1880 | 24470 | One-Drop Bottle | Pril | TBWARAAD | Dubai | United Arab Emirates |

Best use of merchandising/in-store marketing

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|------|----------|-----------------|---------|---------------|--------|----------------------|
| 515 | 23855 | Pass A Smile | PepsiCo | BBDO Pakistan | Lahore | Pakistan |
| 1876 | 24470 | One-Drop Bottle | Pril | TBWARAAD | Dubai | United Arab Emirates |

Best use of broadcast in a promotional campaign

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|----------------------|-------------------|----------|-------|----------------------|
| 460 | 23828 | Emirates Movie Index | Emirates Holidays | TBWARAAD | Dubai | United Arab Emirates |

Best use of print, classic outdoor in a promotional campaign

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|--------------------------|----------|-------------------|-------|----------------------|
| 778 | 23887 | Making Sense of Dyslexia | Sydlexia | Impact BBDO Dubai | Dubai | United Arab Emirates |

Best use of ambient in a promotional campaign

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|-----------------|---------|-------------------|--------|----------------------|
| 456 | 23828 | One-Drop Bottle | Pril | TBWARAAD | Dubai | United Arab Emirates |
| 528 | 23855 | Pinball Cricket | PepsiCo | BBDO Pakistan | Lahore | Pakistan |
| 689 | 23880 | Switched On | Pepsico | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 693 | 23880 | Treehouse Store | Wrigley | Impact BBDO Dubai | Dubai | United Arab Emirates |

Best use of digital in a promotional campaign

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|------------------|--------|-------------------|-------|----------------------|
| 593 | 23863 | #SaveYourFlavour | Mars | Impact BBDO Dubai | Dubai | United Arab Emirates |

Best use of direct marketing

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|--------------------------|-----------------------------------|-------------------------------------|--------|----------------------|
| 449 | 23826 | Footnote For The Breast | Medcare Women & Children Hospital | The Classic Partnership Advertising | Dubai | UAE |
| 515 | 23855 | Pass A Smile | PepsiCo | BBDO Pakistan | Lahore | Pakistan |
| 688 | 23880 | Skip Friday 13 | La Libanaise Des Jeux | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 778 | 23887 | Making Sense of Dyslexia | Sydlexia | Impact BBDO Dubai | Dubai | United Arab Emirates |

Best use of direct marketing led by digital & social

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|-------------------|-----------------------|-------------------|-------|----------------------|
| 459 | 23828 | Champion's Hijack | Go Sport | TBWARAAD | Dubai | United Arab Emirates |
| 557 | 23861 | Tropa For Life | du | Leo Burnett Dubai | Dubai | United Arab Emirates |
| 594 | 23863 | #ShopLess | BRF | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 636 | 23872 | Stop the Hunger | Mars | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 687 | 23880 | Musical Order | Pepsico/KFC | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 688 | 23880 | Skip Friday 13 | La Libanaise Des Jeux | Impact BBDO Dubai | Dubai | United Arab Emirates |

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|-----|-------|-----------------|---------|-------------------|-------|----------------------|
| 693 | 23880 | Treehouse Store | Wrigley | Impact BBDO Dubai | Dubai | United Arab Emirates |
|-----|-------|-----------------|---------|-------------------|-------|----------------------|

Best use of direct marketing led by mobile

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|-----------------|--------|-------------------|-------|----------------------|
| 636 | 23872 | Stop the Hunger | Mars | Impact BBDO Dubai | Dubai | United Arab Emirates |

Best use of promo & activation

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|------|----------|-------------------------------|-----------------------------------|-------------------------------------|--------|----------------------|
| 449 | 23826 | Footnote For The Breast | Medcare Women & Children Hospital | The Classic Partnership Advertising | Dubai | UAE |
| 515 | 23855 | Pass A Smile | PepsiCo | BBDO Pakistan | Lahore | Pakistan |
| 689 | 23880 | Switched On | Pepsico | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 693 | 23880 | Treehouse Store | Wrigley | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 3171 | 25023 | Now you Can Predict the Score | Pepsico | IMPACT BBDO | CAIRO | EGYPT |

Best use of promo & activation led by digital & social

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|------------------|----------|-------------------|--------|----------------------|
| 522 | 23855 | #BeatMe | UN Women | BBDO Pakistan | Lahore | Pakistan |
| 557 | 23861 | Tropa For Life | du | Leo Burnett Dubai | Dubai | United Arab Emirates |
| 593 | 23863 | #SaveYourFlavour | Mars | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 594 | 23863 | #ShopLess | BRF | Impact BBDO Dubai | Dubai | United Arab Emirates |

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|-----|-------|---------------|-------------|-------------------|-------|----------------------|
| 687 | 23880 | Musical Order | Pepsico/KFC | Impact BBDO Dubai | Dubai | United Arab Emirates |
|-----|-------|---------------|-------------|-------------------|-------|----------------------|

Best integrated campaign led by direct marketing

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|------|----------|--------------------------|------------------------|---------------------------|--------|----------------------|
| 636 | 23872 | Stop the Hunger | Mars | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 778 | 23887 | Making Sense of Dyslexia | Sydlexia | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 2246 | 24614 | The Good Note | Bou Khalil Supermarché | J. Walter Thompson Beirut | Beirut | Lebanon |

Best integrated campaign led by promo & activation

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|---|---------|-------------------|--------|----------------------|
| 515 | 23855 | Pass A Smile | PepsiCo | BBDO Pakistan | Lahore | Pakistan |
| 594 | 23863 | #ShopLess | BRF | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 693 | 23880 | Treehouse Store | Wrigley | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 703 | 17203 | Chipsy UCL: Now you can predict the score | PepsiCo | Impact BBDO Cairo | Cairo | Egypt |

Best use of internet of things

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|----------------|-----------------------|-------------------|-------|----------------------|
| 688 | 23880 | Skip Friday 13 | La Libanaise Des Jeux | Impact BBDO Dubai | Dubai | United Arab Emirates |

Consumer goods

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|---|---------|-------------------|--------|----------------------|
| 456 | 23828 | One-Drop Bottle | Pril | TBWARAAD | Dubai | United Arab Emirates |
| 515 | 23855 | Pass A Smile | PepsiCo | BBDO Pakistan | Lahore | Pakistan |
| 636 | 23872 | Stop the Hunger | Mars | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 689 | 23880 | Switched On | Pepsico | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 703 | 17203 | Chipsy UCL: Now you can predict the score | PepsiCo | Impact BBDO Cairo | Cairo | Egypt |

Home

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|------|----------|-----------------|--------|----------|-------|----------------------|
| 1877 | 24470 | One-Drop Bottle | Pril | TBWARAAD | Dubai | United Arab Emirates |

Telecommunication

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|----------------|--------|-------------------|-------|----------------------|
| 557 | 23861 | Tropa For Life | du | Leo Burnett Dubai | Dubai | United Arab Emirates |

Entertainment / Travel / Tourism

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|----------------------|-----------------------|-------------------|-------|----------------------|
| 460 | 23828 | Emirates Movie Index | Emirates Holidays | TBWARAAD | Dubai | United Arab Emirates |
| 688 | 23880 | Skip Friday 13 | La Libanaise Des Jeux | Impact BBDO Dubai | Dubai | United Arab Emirates |

Retail / e-Commerce

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|-------------------|----------|----------|-------|----------------------|
| 459 | 23828 | Champion's Hijack | Go Sport | TBWARAAD | Dubai | United Arab Emirates |

Public interest

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|--------------------------|----------|-------------------|------------|----------------------|
| 476 | 23828 | Ensa Joura | MTV | TBWARAAD LEBANON | Sin El Fil | Lebanon |
| 594 | 23863 | #ShopLess | BRF | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 689 | 23880 | Switched On | Pepsico | Impact BBDO Dubai | Dubai | United Arab Emirates |
| 778 | 23887 | Making Sense of Dyslexia | Sydlexia | Impact BBDO Dubai | Dubai | United Arab Emirates |

NGO / Great cause / Charity

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|-------------|----------|---------------|--------|----------|
| 522 | 23855 | #BeatMe | UN Women | BBDO Pakistan | Lahore | Pakistan |

Restaurant & fast food

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|-----|----------|---------------|-------------|-------------------|-------|----------------------|
| 687 | 23880 | Musical Order | Pepsico/KFC | Impact BBDO Dubai | Dubai | United Arab Emirates |

Corporate

| ID | Order Id | Entry Title | Client | Agency | City | Country |
|------|----------|----------------|--|-------------------------|-------|---------|
| 2440 | 24703 | Downtown Fonts | Al Ismaelia for Real Estate Investment | J.Walter Thompson Cairo | Cairo | Egypt |