

Category	Sub-Category	Campaign Name	Ad Title	Advertiser	Agency	City	Country
BRAND ENTERTAINMENT & CONTENT	1. FICTION	Sa3a	Sa3a	Inwi	Saga Communication	Casablanca	Morocco
BRAND ENTERTAINMENT & CONTENT	10. BEST INTEGRATED CONTENT CAMPAIGN LED BY BRAND ENTERTAINMENT AND CONTENT	Remake the Boxer	Remake the Boxer	Sting	BBDO Pakistan	Dubai	United Arab Emirates
BRAND ENTERTAINMENT & CONTENT	10. BEST INTEGRATED CONTENT CAMPAIGN LED BY BRAND ENTERTAINMENT AND CONTENT	Camelpower	Camelpower	Nissan Middle East	TBWA\RAAD	Dubai	United Arab Emirates
BRAND ENTERTAINMENT & CONTENT	11. BEST PRODUCT LAUNCH	LetOutTheSour	LetOutTheSour	Skittles	MediaCom MENA	Dubai	United Arab Emirates
BRAND ENTERTAINMENT & CONTENT	11. BEST PRODUCT LAUNCH	Merendina Goût Raïbi : A Moroccan lovestory	Merendina Goût Raïbi : A Moroccan lovestory	BIMO - Mondelez Morocco	Tribal Worldwide Morocco	Casablanca	Morocco
BRAND ENTERTAINMENT & CONTENT	12. BEST BRAND BUILDING	Remake the Boxer	Remake the Boxer	Sting	BBDO Pakistan	Dubai	United Arab Emirates
BRAND ENTERTAINMENT & CONTENT	5. BEST USE OR INTEGRATION OF GAMING	LetOutTheSour	LetOutTheSour	Skittles	MediaCom MENA	Dubai	United Arab Emirates
BRAND ENTERTAINMENT & CONTENT	6. BEST USE OR INTEGRATION OF USER-GENERATED CONTENT	Snapchat for Music	Snapchat for Music	Mobily	Initiative MENA	Riyadh	Saudi Arabia
BRAND ENTERTAINMENT & CONTENT	7. BEST USE OR INTEGRATION OF MUSIC	Imagine Dubai	Imagine Dubai	Dubai Corporation for Tourism and Commerce Marketing (DCTCM)	Havas Media Middle East	Dubai	United Arab Emirates

BRAND ENTERTAINMENT & CONTENT	7. BEST USE OR INTEGRATION OF MUSIC	Ya Russia Jeyin	Ya Russia Jeyin	Tunisie Telecom	J. Walter Thompson Tunis	Tunis	Tunisia
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BRAND ENTERTAINMENT & CONTENT	7. BEST USE OR INTEGRATION OF MUSIC	Snapchat for Music	Snapchat for Music	Mobily	Initiative MENA	Riyadh	Saudi Arabia
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BRAND ENTERTAINMENT & CONTENT	8. BEST USE OR INTEGRATION OF OFFLINE MEDIA	LetOutTheSour	LetOutTheSour	Skittles	MediaCom MENA	Dubai	United Arab Emirates
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BRAND ENTERTAINMENT & CONTENT	8. BEST USE OR INTEGRATION OF OFFLINE MEDIA	25% Less Cookbook	25% Less Cookbook	BRF - Sadia	Impact BBDO Dubai	Dubai	United Arab Emirates
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BRAND ENTERTAINMENT & CONTENT	9. BEST USE OR INTEGRATION OF DIGITAL OR SOCIAL MEDIA	Remake the Boxer	Remake the Boxer	Sting	BBDO Pakistan	Dubai	United Arab Emirates
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BRAND ENTERTAINMENT & CONTENT	9. BEST USE OR INTEGRATION OF DIGITAL OR SOCIAL MEDIA	Snapchat for Music	Snapchat for Music	Mobily	Initiative MENA	Riyadh	Saudi Arabia
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