

Category	Sub-Category	Campaign Name	Ad Title	Advertiser	Agency	City	Country
DIGITAL	B1. MASS CONSUMPTION	Remake the Boxer	Remake the Boxer	Sting	BBDO Pakistan	Dubai	United Arab Emirates
DIGITAL	B5. TELECOMMUNICATION	Ice Bucket Challenge	Ice Bucket Challenge	Connect	TBWA\RAAD	Dubai	United Arab Emirates
DIGITAL	B7. LEISURE / ENTERTAINMENT / SPORT / TOURISM / TRAVEL / TRANSPORT / GAMES	Imagine Dubai	Imagine Dubai	Dubai Corporation for Tourism and Commerce Marketing (DCTCM)	Havas Media Middle East	Dubai	United Arab Emirates
DIGITAL	B8. E-COMMERCE / RETAIL STORE / RESTAURANT & FAST FOOD OUTLET	Promoticon	Promoticon	McDonald's	TBWA\RAAD	Dubai	United Arab Emirates
DIGITAL	D. ONLINE VIDEO	Imagine Dubai	Imagine Dubai	Dubai Corporation for Tourism and Commerce Marketing (DCTCM)	Havas Media Middle East	Dubai	United Arab Emirates
DIGITAL	E. DIGITAL INNOVATION	The Ad You Cant Watch Alone	The Ad You Cant Watch Alone	Impact BBDO	Impact BBDO Cairo	Cairo	Egypt
DIGITAL	H. SOCIAL	THE HISTORY NEVER TOLD	THE HISTORY NEVER TOLD	INTERNATIONAL COMMITTEE OF THE RED CROSS	Impact BBDO Beirut	Beirut	Lebanon



DIGITAL

J. INTEGRATED CAMPAIGN

Remake the Boxer

Remake the Boxer

Sting

BBDO Pakistan

Dubai

United Arab Emirates

