

| Category   | Sub-Category            | Campaign Name          | Ad Title                 | Advertiser        | Agency/Company    | City  | Country              | Score avg  |
|------------|-------------------------|------------------------|--------------------------|-------------------|-------------------|-------|----------------------|------------|
| FILM CRAFT | B1. BEST DIRECTION      | Greed                  | Greed                    | Landmark Group    | Impact BBDO Dubai | Dubai | United Arab Emirates | 5,85714286 |
| FILM CRAFT | B1. BEST DIRECTION      | Orange Next            | Orange Next              | Impact BBDO Cairo | Impact BBDO Cairo | Cairo | Egypt                | 5,42857143 |
| FILM CRAFT | B1. BEST DIRECTION      | Chizza                 | Chizza                   | KFC               | Impact BBDO Dubai | Dubai | United Arab Emirates | 4,57142857 |
| FILM CRAFT | B1. BEST DIRECTION      | Show Yourself          | The Boy Nobody Could See | Landmark Group    | Impact BBDO Dubai | Dubai | United Arab Emirates | 6,14285714 |
| FILM CRAFT | B1. BEST DIRECTION      | Snickers Crisper       | Mountain Climber         | Mars              | Impact BBDO Dubai | Dubai | United Arab Emirates | 4,85714286 |
| FILM CRAFT | B1. BEST DIRECTION      | The End of Roamophobia | The End of Roamophobia   | Etisalat          | Impact BBDO       | Dubai | United Arab Emirates | 5,42857143 |
|            |                         |                        |                          |                   |                   |       |                      |            |
| FILM CRAFT | B2. BEST ART DIRECTION  | Show Yourself          | The Boy Nobody Could See | Landmark Group    | Impact BBDO Dubai | Dubai | United Arab Emirates | 6,14285714 |
| FILM CRAFT | B2. BEST ART DIRECTION  | Greed                  | Greed                    | Landmark Group    | Impact BBDO Dubai | Dubai | United Arab Emirates | 6,57142857 |
| FILM CRAFT | B2. BEST ART DIRECTION  | Orange Next            | Orange Next              | Impact BBDO Cairo | Impact BBDO Cairo | Cairo | Egypt                | 6,57142857 |
| FILM CRAFT | B2. BEST ART DIRECTION  | The End of Roamophobia | The End of Roamophobia   | Etisalat          | Impact BBDO       | Dubai | United Arab Emirates | 6,14285714 |
|            |                         |                        |                          |                   |                   |       |                      |            |
| FILM CRAFT | B4. BEST VISUAL EFFECTS | Orange Next            | Orange Next              | Impact BBDO Cairo | Impact BBDO Cairo | Cairo | Egypt                | 5,57142857 |
| FILM CRAFT | B4. BEST VISUAL EFFECTS | The End of Roamophobia | The End of Roamophobia   | Etisalat          | Impact BBDO       | Dubai | France               | 5,14285714 |
|            |                         |                        |                          |                   |                   |       |                      |            |
| FILM CRAFT | B5. BEST PHOTOGRAPHY    | Show Yourself          | The Boy Nobody Could See | Landmark Group    | Impact BBDO Dubai | Dubai | United Arab Emirates | 6,16666667 |
| FILM CRAFT | B5. BEST PHOTOGRAPHY    | Greed                  | Greed                    | Landmark Group    | Impact BBDO Dubai | Dubai | United Arab Emirates | 6,85714286 |
|            |                         |                        |                          |                   |                   |       |                      |            |
| FILM CRAFT | B6. BEST EDITING        | Show Yourself          | The Boy Nobody Could See | Landmark Group    | Impact BBDO Dubai | Dubai | United Arab Emirates | 5,14285714 |
| FILM CRAFT | B6. BEST EDITING        | Greed                  | Greed                    | Landmark Group    | Impact BBDO Dubai | Dubai | United Arab Emirates | 5,42857143 |
| FILM CRAFT | B6. BEST EDITING        | Snickers Crisper       | Mountain Climber         | Mars              | Impact BBDO Dubai | Dubai | United Arab Emirates | 5          |
|            |                         |                        |                          |                   |                   |       |                      |            |
| FILM CRAFT | B7. BEST SOUND DESIGN   | The End of Roamophobia | The End of Roamophobia   | Etisalat          | Impact BBDO       | Dubai | United Arab Emirates | 4,85714286 |
|            |                         |                        |                          |                   |                   |       |                      |            |

|            |                       |                  |                          |                |                   |       |                      |            |
|------------|-----------------------|------------------|--------------------------|----------------|-------------------|-------|----------------------|------------|
| FILM CRAFT | B8. BEST USE OF MUSIC | Show Yourself    | The Boy Nobody Could See | Landmark Group | Impact BBDO Dubai | Dubai | United Arab Emirates | 5,57142857 |
| FILM CRAFT | B8. BEST USE OF MUSIC | The Line Up Song | The Line Up Song         | Coca- Cola     | FP7/CAI           | Cairo | Egypt                | 6,71428571 |
|            |                       |                  |                          |                |                   |       |                      |            |
| FILM CRAFT | B9. BEST CASTING      | Show Yourself    | The Boy Nobody Could See | Landmark Group | Impact BBDO Dubai | Dubai | United Arab Emirates | 5,28571429 |
| FILM CRAFT | B9. BEST CASTING      | Greed            | Greed                    | Landmark Group | Impact BBDO Dubai | Dubai | United Arab Emirates | 5,71428571 |
| FILM CRAFT | B9. BEST CASTING      | Chizza           | Chizza                   | KFC            | Impact BBDO Dubai | Dubai | United Arab Emirates | 5          |
| FILM CRAFT | B9. BEST CASTING      | Snickers Crisper | Mountain Climber         | Mars           | Impact BBDO Dubai | Dubai | United Arab Emirates | 5,28571429 |
| FILM CRAFT | B9. BEST CASTING      | Slow Trends      | Ice Bucket Challenge     | Connect        | TBWA\RAAD         | Dubai | United Arab Emirates | 4,71428571 |