

Parent category	Category	Sub-Category	Ad Title	Advertiser	Agency/Company	City	Country
MARKETING INNOVATION	A1. BEST CREATIVE TECHNOLOGY / INNOVATIVE TECHNOLOGY	Promoticon	Promoticon	McDonald's	TBWA\RAAD	Dubai	United Arab Emirates
MARKETING INNOVATION	A2. BEST PRODUCT / SERVICE REINVENTING THE CONSUMER RELATIONSHIP	Camelpower	Camelpower	Nissan Middle East	TBWA\RAAD	Dubai	United Arab Emirates
MARKETING INNOVATION	A4. BEST SOCIETAL TRANSFORMATION	Change The Clap	Change The Clap	APTN	BBDO Pakistan	Dubai	United Arab Emirates
MARKETING INNOVATION	A4. BEST SOCIETAL TRANSFORMATION	The Bridal Uniform	The Bridal Uniform	UN Women	BBDO Pakistan	Dubai	United Arab Emirates
MARKETING INNOVATION	A7. BEST USE OF IMMERSIVE MEDIA	Monoprix Go	Monoprix Go	Monoprix	J. Walter Thompson Tunis	Tunis	Tunisia
MARKETING INNOVATION	B3. BEST USE OF MOBILE	The Ad You Cant Watch Alone	The Ad You Cant Watch Alone	Impact BBDO	Impact BBDO Cairo	Cairo	Egypt
MARKETING INNOVATION	B5. BEST USE OF SOCIAL MEDIA	Remake the Boxer	Remake the Boxer	Sting	BBDO Pakistan	Dubai	United Arab Emirates
MARKETING INNOVATION	C6. TRAVEL / LEISURE / TRANSPORT	Camelpower	Camelpower	Nissan Middle East	TBWA\RAAD	Dubai	United Arab Emirates