



| Category | Sub-Category | Campaign Name | Ad Title | Advertiser | Agency/Company | City | Country |
|----------|---|------------------------------------|------------------------------------|------------------------------------|----------------|-------|----------------------|
| MEDIA | A1. FAST MOVING CONSUMER GOODS | Remake the Boxer | Remake the Boxer | Sting | BBDO Pakistan | Dubai | United Arab Emirates |
| MEDIA | A6. NGO / GREAT CAUSE / CHARITY / PUBLIC INTEREST | The Bridal Uniform | The Bridal Uniform | UN Women | BBDO Pakistan | Dubai | United Arab Emirates |
| MEDIA | B1. BEST USE OF PRINT, OUTDOOR, AMBIENT | Urdu Poeatry | Urdu Poeatry | Kashmir Cooking Oils and Banaspati | BBDO Pakistan | Dubai | United Arab Emirates |
| MEDIA | B4. BEST USE OF BRAND CONTENT | Remake the Boxer | Remake the Boxer | Sting | BBDO Pakistan | Dubai | United Arab Emirates |
| MEDIA | B5. BEST USE OF EVENTS | The Bridal Uniform | The Bridal Uniform | UN Women | BBDO Pakistan | Dubai | United Arab Emirates |
| MEDIA | B6. BEST USE OF DIGITAL PLATFORMS | Rexona Market Development Campaign | Rexona Market Development Campaign | Unilever Mashreq | Magna Egypt | Cairo | Egypt |
| MEDIA | B7. BEST USE OF SOCIAL MEDIA | Remake the Boxer | Remake the Boxer | Sting | BBDO Pakistan | Dubai | United Arab Emirates |

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| MEDIA | B8. BEST USE OF CULTURAL CAMPAIGN | Urdu Poeatry | Urdu Poeatry | Kashmir Cooking Oils and Banaspati | BBDO Pakistan | Dubai | United Arab Emirates |
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| MEDIA | D. INTEGRATED CAMPAIGN | Remake the Boxer | Remake the Boxer | Sting | BBDO Pakistan | Dubai | United Arab Emirates |
|  | | | | | | | |
| MEDIA | E4. LAUNCH CAMPAIGN | LetOutTheSour | LetOutTheSour | Skittles | MediaCom MENA | Dubai | United Arab Emirates |
| MEDIA | E4. LAUNCH CAMPAIGN | La Perle Launch | La Perle Launch | La Perle | Havas Media Middle East | Dubai | United Arab Emirates |
