

Category	Sub-Category	Campaign	Ad Title	Advertiser	Agency/Company	City	Country
PROMO & DIRECT	A1. FAST MOVING CONSUMER GOODS	#CookLess Waste Less	#CookLess Waste Less	BRF - Sadia	Impact BBDO Dubai	Dubai	United Arab Emirates
PROMO & DIRECT	A1. FAST MOVING CONSUMER GOODS	Urdu Poeatry	Urdu Poeatry	Kashmir Cooking Oils and Banaspati	BBDO Pakistan	Dubai	United Arab Emirates
PROMO & DIRECT	A1. FAST MOVING CONSUMER GOODS	Remake the Boxer	Remake the Boxer	Sting	BBDO Pakistan	Dubai	United Arab Emirates
PROMO & DIRECT	A1. FAST MOVING CONSUMER GOODS	LetOutTheSour	LetOutTheSour	Skittles	MediaCom MENA	Dubai	United Arab Emirates
PROMO & DIRECT	A10. RESTAURANT & FAST FOOD	Reviving a Culture	Mouled El Nabi	La Poire	Momentum Egypt	Cairo	Egypt
PROMO & DIRECT	A10. RESTAURANT & FAST FOOD	Promoticon	Promoticon	McDonald's	TBWA\RAAD	Dubai	United Arab Emirates
PROMO & DIRECT	A6. RETAIL / E-COMMERCE	Promoticon	Promoticon	McDonald's	TBWA\RAAD	Dubai	United Arab Emirates
PROMO & DIRECT	A8. NGO / GREAT CAUSE / CHARITY / PUBLIC INTEREST	Arabic Reassembled	Arabic Reassembled	IKEA	Impact Plus	Dubai	United Arab Emirates
PROMO & DIRECT	A8. NGO / GREAT CAUSE / CHARITY / PUBLIC INTEREST	Dead Child Walking	THE ILLUSION OF CHOICE	BRAVE HEART FUND	Impact BBDO Beirut	Beirut	Lebanon
PROMO & DIRECT	A8. NGO / GREAT CAUSE / CHARITY / PUBLIC INTEREST	One Book For Peace	One Book For Peace	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	Y&R Dubai	Dubai	United Arab Emirates
PROMO & DIRECT	B1. INTEGRATED CAMPAIGN LED BY DIRECT MARKETING	#CookLess Waste Less	#CookLess Waste Less	BRF - Sadia	Impact BBDO Dubai	Dubai	United Arab Emirates

PROMO & DIRECT	B2. INTEGRATED CAMPAIGN LED BY PROMO & ACTIVATION	Urdu Poeatry	Urdu Poeatry	Kashmir Cooking Oils and Banaspati	BBDO Pakistan	Dubai	United Arab Emirates
PROMO & DIRECT	B2. INTEGRATED CAMPAIGN LED BY PROMO & ACTIVATION	Remake the Boxer	Remake the Boxer	Sting	BBDO Pakistan	Dubai	United Arab Emirates
PROMO & DIRECT	B2. INTEGRATED CAMPAIGN LED BY PROMO & ACTIVATION	LetOutTheSour	LetOutTheSour	Skittles	MediaCom MENA	Dubai	United Arab Emirates
PROMO & DIRECT	B3. ARAB CULTURE LED BY PROMO & DIRECT	Arabic Reassembled	Arabic Reassembled	IKEA	Impact Plus	Dubai	United Arab Emirates
PROMO & DIRECT	B3. ARAB CULTURE LED BY PROMO & DIRECT	Dead Child Walking	Dead Child Walking	BRAVE HEART FUND	Impact BBDO Beirut	Beirut	Lebanon
PROMO & DIRECT	B3. ARAB CULTURE LED BY PROMO & DIRECT	Reviving a Culture	Mouled El Nabi	La Poire	Momentum Egypt	Cairo	Egypt