

* denotes entrant company

TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY	PRODUCTION COMPANY	COUNTRY
A01 Foods						
THE SHOWER	SOTUCHOC	CHOCOLATE	JWT TUNISIA, Tunis *	TUNISIA	PROPAGANDA, Tunis	TUNISIA
THE BUS	SOTUCHOC	CHOCOLATE	JWT TUNISIA, Tunis *	TUNISIA	PROPAGANDA, Tunis	TUNISIA
COME BACK TOMORROW	SOTUCHOC	CHOCOLATE	JWT TUNISIA, Tunis *	TUNISIA	PROPAGANDA, Tunis	TUNISIA
A02 Drinks						
COASTER	BIRELL	MALT BEVERAGE	LEO BURNETT CAIRO	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
SPRAY	BIRELL	MALT BEVERAGE	LEO BURNETT CAIRO	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
CRY	BIRELL	MALT BEVERAGE	LEO BURNETT CAIRO	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
WEDDING	BIRELL	MALT BEVERAGE	LEO BURNETT CAIRO	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
BURP I	BIRELL	MALT BEVERAGE	LEO BURNETT CAIRO	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
BURP II	BIRELL	MALT BEVERAGE	LEO BURNETT CAIRO	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
HIPPO	THE COCA-COLA COMPANY	COKE ZERO	FORTUNE PROMOSEVEN, Cairo*	EGYPT	BROADCAST, Cairo	EGYPT

BALLERINA	THE COCA-COLA COMPANY	COKE ZERO	FORTUNE PROMOSEVEN, Cairo*	EGYPT	BROADCAST, Cairo	EGYPT
MAFIA	OASIS	5 GALLON WATER	LEO BURNETT DUBAI*	UNITED ARAB EMIRATES	DOLCE VITA FILMS, Dubai	UNITED ARAB EMIRATES
RUNWAY	PEPSICO	MOUNTAIN DEW	IMPACT BBDO, Dubai*	UNITED ARAB EMIRATES	BANDITO BROS., Los Angeles	USA
TRAIN	PEPSICO	MOUNTAIN DEW	IMPACT BBDO, Dubai*	UNITED ARAB EMIRATES	BANDITO BROS., Los Angeles	USA
A03 Household, Home Appliances & Furnishings, Home Electronics & Audio-Visual						
BIRD	SONY MIDDLE EAST	CYBERSHOT T200	FP7, Dubai*	UNITED ARAB EMIRATES	WE SHOT THE SHERIFF, Dubai	UNITED ARAB EMIRATES
CAKE	SONY MIDDLE EAST	CYBERSHOT T200	FP7, Dubai*	UNITED ARAB EMIRATES	WE SHOT THE SHERIFF, Dubai	UNITED ARAB EMIRATES
DOG	SONY MIDDLE EAST	CYBERSHOT T200	FP7, Dubai*	UNITED ARAB EMIRATES	WE SHOT THE SHERIFF, Dubai	UNITED ARAB EMIRATES
A04 Cosmetics & Beauty, Toiletries & OTC Pharmacy						
KIDNAPPED	JOHNSON & JOHNSON	LISTERINE POCKET PACKS	JWT DUBAI*	UNITED ARAB EMIRATES	DOWNTOWN FILM PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
LOOK WHO'S SMILING	PROCTOR & GAMBLE	CREST TOOTHPASTE	SAATCHI & SAATCHI LEBANON, Beirut*	LEBANON	CITY FILMS, Beirut	LEBANON
STOP THE SUFFERING	PROCTER & GAMBLE	PERT PLUS SHAMPOO	LEO BURNETT BEIRUT*	LEBANON	BENT IMAGE LAB, Portland	USA
A07 Cars & Automotive Services						
CAR LOVER	GENERAL MOTORS	ACDELCO CAR PARTS	MEMAC OGILVY & MATHER, Dubai*	UNITED ARAB EMIRATES	Tarek Nour, Cairo	EGYPT
A08 Retail Stores, Restaurants & Fast Food Outlets						
BACHELOR	McDONALD'S EGYPT	McDELIVERY	FORTUNE PROMOSEVEN, Cairo*	EGYPT	THE HOUSE PRODUCTIONS, Cairo	EGYPT

PICK-UP LINES	HARVEY NICHOLS	DEPARTMENT STORE Y&R DUBAI, Dubai*		UNITED ARAB EMIRATES	BANDITO BROS., Los Angeles	USA
A09 Travel, Transport, Entertainment & Leisure						
STEWARDESS	EMIRATES	EMIRATES AIRLINES FOUNDATION	LEO BURNETT DUBAI*	UNITED ARAB EMIRATES	INDEPENDENT PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
A10 Publications & Media						
CHECK POINT	BBC	THE NEW ARABIC BBC NEWS CHANNEL	DDB, Dubai	UNITED ARAB EMIRATES	RED BEE MEDIA, London	UNITED KINGDOM
THE BEACH	FOX MOVIES	TV CHANNEL	LEO BURNETT DUBAI*	UNITED ARAB EMIRATES	INDEPENDENT PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
BIZIR	ARAB MEDIA GROUP	MTV ARABIA	TBWAIRAAD MIDDLE EAST, Dubai*	UNITED ARAB EMIRATES	SIGNATURE PRODUCTIONS, Beirut	LEBANON
BIG NO-NO SAUDI KISS	ARAB MEDIA GROUP	MTV ARABIA	TBWAIRAAD MIDDLE EAST, Dubai*	UNITED ARAB EMIRATES	SIGNATURE PRODUCTIONS, Beirut	LEBANON
DON'T RUIN MY MAKE-UP LEBANESE KISS	ARAB MEDIA GROUP	MTV ARABIA	TBWAIRAAD MIDDLE EAST, Dubai*	UNITED ARAB EMIRATES	SIGNATURE PRODUCTIONS, Beirut	LEBANON
EMIRATI NOSE KISS	ARAB MEDIA GROUP	MTV ARABIA	TBWAIRAAD MIDDLE EAST, Dubai*	UNITED ARAB EMIRATES	SIGNATURE PRODUCTIONS, Beirut	LEBANON
LONG-TIME-NO-SEE SAUDI KISS	ARAB MEDIA GROUP	MTV ARABIA	TBWAIRAAD MIDDLE EAST, Dubai*	UNITED ARAB EMIRATES	SIGNATURE PRODUCTIONS, Beirut	LEBANON
NAPOLEON	AL BALAD	NEWSPAPER	LEO BURNETT BEIRUT*	LEBANON	BENT IMAGE LAB, Portland	USA
GANDHI	AL BALAD	NEWSPAPER	LEO BURNETT BEIRUT*	LEBANON	BENT IMAGE LAB, Portland	USA
A11 Banking, Investment & Insurance						
ALL SIZES MATTER	QATAR NATIONAL BANK	SMALL INVESTMENTS FP7 DOHA		QATAR	THE PRODUCERS, Cairo*	EGYPT

TOUR GUIDE	HSBC AMANAH	HSBC AMANAH	JWT DUBAI*	UNITED ARAB EMIRATES	FILM PUDDING, Dubai	UNITED ARAB EMIRATES
CURRENCY	DUBAI INTERNATIONAL FINANCIAL CENTRE	FINANCIAL CENTRE	THE CHIMNEY POT, Dubai*	UNITED ARAB EMIRATES	FILMWORKS, Dubai	UNITED ARAB EMIRATES
A12 Business Equipment & Services						
CAR	SAMSUNG	SAMSUNG ML 4551NDR	FP7 DOHA*	QATAR	AV PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
COOK	SAMSUNG	SAMSUNG ML 4551NDR	FP7 DOHA*	QATAR	AV PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
ROCKET	SAMSUNG	SAMSUNG ML 4551NDR	FP7 DOHA*	QATAR	AV PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
A13 Commercial Public Services						
FROG	MOBINIL	MOBILE PROVIDER	LEO BURNETT CAIRO: EGYPT		LIGHT HOUSE FILMS, EGYPT Cairo	
ROBBIE WILLIAMS	MOBINIL	MOBILE BROADBAND INTERNET	LEO BURNETT CAIRO: EGYPT		LIGHT HOUSE FILMS, EGYPT Cairo	
PINK PANTHER	MOBINIL	MOBILE PROVIDER	LEO BURNETT CAIRO: EGYPT		LIGHT HOUSE FILMS, EGYPT Cairo	
COLLECTIVE MOUTH TRAINING	ETISALAT	MOBILE COMMUNICATIONS	FORTUNE PROMOSEVEN, Cairo*	EGYPT	BACK2BACK, Cairo	EGYPT
MUSCLES	ETISALAT	MOBILE COMMUNICATIONS	FORTUNE PROMOSEVEN, Cairo*	EGYPT	BACK2BACK, Cairo	EGYPT
A14 Corporate Image						
CHIMPONGO II	MOBINIL	MOBILE PROVIDER	LEO BURNETT CAIRO: EGYPT		LIGHT HOUSE FILMS, EGYPT Cairo	
CHIMPONGO III	MOBINIL	MOBILE PROVIDER	LEO BURNETT CAIRO: EGYPT		LIGHT HOUSE FILMS, EGYPT Cairo	

CHIMPONGO IV	MOBINIL	MOBILE PROVIDER	LEO BURNETT CAIRO	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
CHIMPONGO V	MOBINIL	MOBILE PROVIDER	LEO BURNETT CAIRO	EGYPT	LIGHT HOUSE FILMS, Cairo	EGYPT
FRANCE	THE COCA-COLA COMPANY	COCA-COLA	FORTUNE PROMOSEVEN, Cairo*	EGYPT	BROADCAST, Cairo	EGYPT
ITALY	THE COCA-COLA COMPANY	COCA-COLA	FORTUNE PROMOSEVEN, Cairo*	EGYPT	BROADCAST, Cairo	EGYPT
GERMANY	THE COCA-COLA COMPANY	COCA-COLA	FORTUNE PROMOSEVEN, Cairo*	EGYPT	BROADCAST, Cairo	EGYPT
SPAIN	THE COCA-COLA COMPANY	COCA-COLA	FORTUNE PROMOSEVEN, Cairo*	EGYPT	BROADCAST, Cairo	EGYPT
A15 Public Health & Safety, Public Awareness, Fundraising and Appeals						
VOWS	HELEN BAMBER FOUNDATION	DOMESTIC VIOLENCE AWARENESS	JWT DUBAI*	UNITED ARAB EMIRATES	DEJAVU STUDIOS, Dubai	UNITED ARAB EMIRATES
MTV STAYING ALIVE CHEWING GUM	MTV STAYING ALIVE	AIDS AWARENESS	LOWE MENA, Dubai*	UNITED ARAB EMIRATES	BOOMTOWN PRODUCTIONS, Dubai	UNITED ARAB EMIRATES
RESTAURANT	QNB	ROAD SAFETY	FP7 DOHA*	QATAR	WORKSHOP PRODUCTIONS, Beirut	LEBANON
ROLLERCOASTER	QNB	ROAD SAFETY	FP7 DOHA*	QATAR	WORKSHOP PRODUCTIONS, Beirut	LEBANON