

Direct & Sales Promotion Shortlist



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Mailings				
DELIVERING THE SPIRIT OF RAMADAN	AL SAFADI RESTAURANT	ARABIC RESTAURANT	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
DISTRONIC PLUS	MERCEDES-BENZ	E-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
A02 Premiums & Giveaways				
TURNING TRADE INTO ROMANTICS	UNILEVER	PONDS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
DIGITAL CAMERA	ACRES HOLDING	LE MALL FASHION BRAND	JWT, Beirut	LEBANON
A03 Company Literature				
FRAMED	LAWRENCE JACOMELLI	FILM DIRECTOR	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
OFFCUTS BUSINESS CARDS	BESPOKE	FINE TEXTILE & TAILORING	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
DOWNSIZED FOR RECESSION	MEMAC OGILVY	MEMAC OGILVY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
LITTLE RED RIDING HOOD FIGHTS BACK	WORLD BLACK BELTS CENTRE	WORLD BLACK BELTS CENTRE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
A04 Direct Response Digital Media				
AHLAN MSN!	MICROSOFT MEA	MSN	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
B01 Corporate Information				
THE ART OF MAGICAL JEWELS	VAN CLEEF AND ARPELS	TRAVELLING EXHIBITION	MIXED MEDIA PUBLISHING, Dubai	UNITED ARAB EMIRATES
GROWTH NEEDS NURTURE INTERNAL CAMPAIGN	UNILEVER	PONDS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
MASTERS OF WINDOWS 7	MICROSOFT	MICROSOFT WINDOWS 7	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
B02 Consumer Products				
VERY IMPORTANT APARTMENT	COCA-COLA	COCA-COLA LIGHT	MEMAC OGILVY & MATHER, Manama	BAHRAIN
KEY IN THE IGNITION	T.GARGOUR & FILS	MERCEDES	JWT, Beirut	LEBANON
MEGA OUTDOORS	NESTLÉ ICE CREAM	ICE CREAM	JWT CAIRO	EGYPT
DISTRONIC PLUS	MERCEDES BENZ	E-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B03 Consumer Services				
TICKET STAMP PROMOTION	BERLITZ LANGUAGE CENTER	BERLITZ LANGUAGE CENTER	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
SHISHA KARAOKE PROMOTION	JUMEIRAH GROUP	HARRY GHATTO'S KARAOKE BAR	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
MAKE A MOVE	EXOTICA	FLOWER SHOP	LEO BURNETT BEIRUT	LEBANON
B04 Business Products & Services				
PRINT-BRAND ESSENCE	JWT	ADVERTISING AGENCY	JWT, Riyadh	SAUDI ARABIA
DOWNSIZED FOR RECESSION	MEMAC OGILVY	MEMAC OGILVY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
B05 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness				
LE MALL RAMADAN	ACRES HOLDING	LE MALL FASHION BRAND	JWT, Beirut	LEBANON
STICKY POSTERS	EMIRATES ENVIRONMENTAL GROUP	RECYCLING	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
THE VALUABLE DUMPSTER	TAKE MY JUNK	CHARITY	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
C01 Best Integrated Campaign led by Direct Marketing				
VERY IMPORTANT APARTMENT	COCA-COLA	COCA-COLA LIGHT	MEMAC OGILVY & MATHER, Manama	BAHRAIN
SAFE & STYLE	VOLVO/MASSIMO DUTTI	SEATBELT ANNIVERSARY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
D01 Event/Field Marketing & Alternative Media				
RED BULL FIGHT	RED BULL	ENERGY DRINK	LOWE MENA, Dubai	UNITED ARAB EMIRATES

TICKET STAMP PROMOTION	BERLITZ LANGUAGE CENTER	BERLITZ LANGUAGE CENTER	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
DUSTVERTISING	BP/CASTROL	BP VISCO ENGINE OIL	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
SAFE & STYLE	VOLVO/MASSIMO DUTTI	SEATBELT ANNIVERSARY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
PETROL POWER	MERCEDES-BENZ	MERCEDES-BENZ S400	OMD, Dubai	UNITED ARAB EMIRATES
STICKY POSTERS	EMIRATES ENVIRONMENTAL GROUP	RECYCLING	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
THE VALUABLE DUMPSTER	TAKE MY JUNK	CHARITY	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
D02 New Product Launch/Re-launch				
LE MALL LAUNCH	ACRES HOLDING	LE MALL FASHION BRAND	JWT, Beirut	LEBANON
LAUNCH OF TOUCHSMART	HP	HP TOUCHSMART	OMD, Dubai	UNITED ARAB EMIRATES
D03 Merchandising/In-store Marketing & Point of Purchase Displays				
HOTSPOTS INSTORE	THE ECONOMIST	NEWSPAPER	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES