



SN	Entry #	Agency	Campaign	Company/ Client
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Banking, Finance & Insurance

1	GE/2011/BFI/202	Leo Burnett Beirut	Bank Audi Loubnani Card	Bank Audi SAL - Audi Saradar Group
2	GE/2011/BFI/203	TBWA\RAAD Middle East	MyMajlis	Standard Chartered Bank
3	GE/2011/BFI/210	NA	Award submission for the launch campaign of Etihad Guest Above Credit Cards from ADCB.	Abu Dhabi Commercial Bank
4	GE/2011/BFI/212	NA	Live a debt free life campaign	National Bonds Corporation
5	GE/2011/BFI/214	Wom Communication & Starcom Mediavest Group Dubai	Tell Us Your Needs	Al Rajhi Bank
6	GE/2011/BFI/221	Wom Communication & Starcom Mediavest Group Dubai	Online ladies painting competition	Al Rajhi bank
7	GE/2011/BFI/224	James Walter Thompson Riyadh	Anti Fraud Campaign 'La Ti-IFSHIHA'	Saudi Bank
8	GE/2011/BFI/232	JWT Dubai & Mindshare MENA Dubai	The HSBC Sale	HSBC Bank Middle East
9	GE/2011/BFI/236	Equity Advertising	Destination Dubai	Citibank N.A
10	GE/2011/BFI/237	Equity Advertising	One Card; Many Airlines	Citibank N.A
11	GE/2011/BFI/238	FP7 Dubai	Truth & Reality	Emirates NBD
12	GE/2011/BFI/239	Wunderman Dubai	IdeaBank	Mashreq Bank
13	GE/2011/BFI/240	OgilvyOne	Better Together (Metlife Alico merger campaign)	Metlife Alico
14	GE/2011/BFI/242	Memac Ogilvy & Mather WLL Bahrain	Experience More With American Express	American Express Middle East
15	GE/2011/BFI/243	OgilvyOne Middle East & Starcom Mediavest Group	RSA SMS Motor Campaign	RSA

FMCG

1	GE/2011/FMCG/207	Leo Burnett Beirut	Trident Everlasting; Longer than Forever	Cadbury Adams Middle East
2	GE/2011/FMCG/209	Leo Burnett Beirut	Picon Akwa Ras	Group BEL
3	GE/2011/FMCG/210	Impact BBDO Beirut	Do The Fish	Les Fils De Chafic Halawany
4	GE/2011/FMCG/214	OMD Media Direction - Egypt	Chipsy World Food Program	PepsiCo
5	GE/2011/FMCG/215	Impact BBDO & OMD Egypt	Pepsi the Power of a Word	PepsiCo
6	GE/2011/FMCG/217	Adabisc Future Qatar	The Doha Penguin	Casa Del Gelato
7	GE/2011/FMCG/222	Leo Burnett Dubai	The Adventures with La vache qui rit : The quest for the missing cheese	Group BEL
8	GE/2011/FMCG/228	Fortune Promoseven Riyadh	Activia - Fashion catwalk	Al-Safi Danone
9	GE/2011/FMCG/232	OMD Dubai	Mountain Dew - Bravest Two	PepsiCo
10	GE/2011/FMCG/233	Zenithmedia, Lowe Mena, Blink Events & Interesting Times	Red Bull X Fighters World Tour 2011; Dubai	Red Bull
11	GE/2011/FMCG/236	Memac Ogilvy Tunisia	BOGACIDRE.TV	SFBT Group
12	GE/2011/FMCG/240	Memac Ogilvy / OgilvyOne Dubai & UM	Fanta Chase	The Coca - Cola Company Middle East
13	GE/2011/FMCG/294	RASAS Dubai	Supreme Festival	YUM International
14	GE/2011/FMCG/301	Mindshare MENA	Vimto the Sweet Story Teller	Aujan Industries
15	GE/2011/FMCG/304	JWT Dubai	Honestly Speaking	Kraft Foods ME Africa
16	GE/2011/FMCG/306	FP7 Dubai	Coke Brrrrrrr	The Coca - Cola Company
17	GE/2011/FMCG/307	FP7 Dubai	Irresistibly Foamy	Nestle Middle East

18	GE/2011/FMCG/311	Leo Burnett Cairo	Man Up Phase 2	Al Ahram Beverages
19	GE/2011/FMCG/313	JWT Dubai	License to Squeeze	Kraft Foods ME Africa & Dubai
20	GE/2011/FMCG/290	Impact BBDO Dubai	You're Not You When You're Hungry	Mars Africa India Middle East
21	GE/2011/FMCG/291	Impact BBDO Proximity	Lays Emoticon Campaign	Saudi Snack Foods Limited

Non- Food FMCG

1	GE/2011/NFMCG/206	OMD Media Direction - Egypt	El Balad Baladana - The Country is ours	Henkel
2	GE/2011/NFMCG/208	Leo Burnett Beirut	Fake It All	Brand Protection Group
3	GE/2011/NFMCG/209	OMD Media Direction - Egypt	Fulfill Your Dream	Henkel
4	GE/2011/NFMCG/211	OMD Media Direction - Egypt	Haircode Sachet Campaign	Marico Egypt Industries
5	GE/2011/NFMCG/214	Firefly Creative Agency & PHD	Say No to Pain! Say Yes to a Hair Free Life!	Kaya Skin Clinic
6	GE/2011/NFMCG/215	OMD Dubai	Persil Abaya Shampoo - Mission Innovation; Arwa3 Abaya III	Henkel
7	GE/2011/NFMCG/216	OMD & TBWA\RAAD Dubai	Dac Disinfectant - Doctor Endorsements	Henkel
8	GE/2011/NFMCG/217	Yahoo Maktoob & Starcom Mediavest Group	Pantene Oil Replacement	Procter & Gamble
9	GE/2011/NFMCG/219	Starcom Mediavest Group Dubai	H&S Got Talent	Procter & Gamble
10	GE/2011/NFMCG/220	Memac Ogilvy Tunisia /Ogilvy Action Tunisia	AXE University Most Irresistible Student Activation	Unilever Tunisia
11	GE/2011/NFMCG/224	Starcom Mediavest Group Egypt	Painting the town white with Ariel	Procter & Gamble
12	GE/2011/NFMCG/228	NA	Healthymagination	General Electric
13	GE/2011/NFMCG/230	Starcom Mediavest Group	Man Up Phase 2	Procter & Gamble
14	GE/2011/NFMCG/231	Starcom Mediavest Group & Editor Egypt	Pampers Premium - Meet Heidi	Procter & Gamble
15	GE/2011/NFMCG/232	Starcom Mediavest Group	Always Diamond, the ultimate in protection and comfort	Procter & Gamble
16	GE/2011/NFMCG/233	Lowe MENA Dubai	Axe Choco Guy	Unilever Gulf
17	GE/2011/NFMCG/236	Lowe MENA Dubai	Get Fresh Get Close	Unilever Gulf
18	GE/2011/NFMCG/238	BPG Maxus Dubai	Slimming reality show on Radio	VLCC International
19	GE/2011/NFMCG/239	MEC Dubai	Energizer Beam Art Competition	Energizer
20	GE/2011/NFMCG/240	Gulf Hill & Knowlton Dxb, Think like Air, Muse & Custard	Global launch for new Ariel	Procter & Gamble

Travel Tourism & Transportation

1	GE/2011/TTT/204	JWT Cairo	2010 Ramadan Lanterns 'Fawanees' Festival Campaign	Egyptian Tourist Authority
2	GE/2011/TTT/205	Zenithmedia Kuwait	Jazeera Airways Summer Sale Campaign	Jazeera Airways
3	GE/2011/TTT/206	Promoseven 360	Meet & Treat Incentive Campaign	Intercontinental Hotels Group
4	GE/2011/TTT/207	MRM Worldwide Dubai	Name the Sports Lounge Campaign	Citymax Hotels
5	GE/2011/TTT/208	Impact BBDO Proximity	Emirates Live Cricket Banners	Emirates

Automotive

1	GE/2011/AUTO/202	JWT, Mediacom (Dxb)The project (SA)	The Art of progress. The new Audi A8 L.	Audi Volkswagen Middle East FZE
2	GE/2011/AUTO/203	JWT, Mediacom (Dxb)The project (SA)	The Next big Audi. The new Audi A1.	Audi Volkswagen Middle East FZE
3	GE/2011/AUTO/204	Tonic Intl, Mediacom (DXB) The project (SA)	Calculated Perfection. The new Audi A6.	Audi Volkswagen Middle East FZE
4	GE/2011/AUTO/205	JWT, Mediacom (Dxb), The project (SA)	Poetry in Motion. The new Audi A7.	Audi Volkswagen Middle East FZE
5	GE/2011/AUTO/206	MPG ME & Innocent Worldwide (Dxb)	The All New: Kia Optima	Kia Motors Corporation
6	GE/2011/AUTO/207	MPG ME & Innocent Worldwide (Dxb)	Hyundai Sonata: Dynamic Lines; Complete Beauty	Hyundai Motor Co
7	GE/2011/AUTO/208	MPG ME & Innocent Worldwide (Dxb)	Hyundai: New Thinking. New Possibilities	Hyundai Motor Co
8	GE/2011/AUTO/211	Mindshare MENA	Tiida Troops	Nissan Middle East
9	GE/2011/AUTO/213	Zenithmedia Dubai & Plan.net ME	Joy Creates The Future - BMW Connected Drive	BMW Middle East
10	GE/2011/AUTO/214	Starcom Mediavest Group	Battle of the Garages	Chevrolet Silverado
11	GE/2011/AUTO/215	TBWA\RAAD Middle East	Create Your Own Terrain	Nissan Middle East
12	GE/2011/AUTO/216	Mindshare MENA & Tattoo360	Juke Band	Nissan Middle East
13	GE/2011/AUTO/218	JWT Morocco	Real Value for Money	Dacia

Media

1	GE/2011/MEDIA/203	OMD Media Direction - Egypt	El Balad Baladna - The Country is Ours	Henkel
2	GE/2011/MEDIA/204	OMD Media Direction - Egypt	Fulfill Your Dream	Henkel
3	GE/2011/MEDIA/206	OMD Media Direction - Egypt	Haircode Sachet Campaign	Haircode Gel Sachets
4	GE/2011/MEDIA/207	Leo Burnett Beirut	Fake it All	Brand Protection Group
5	GE/2011/MEDIA/209	Memac Ogilvy & Mindshare Tunisia	June 16th 2014	Délice Group
6	GE/2011/MEDIA/210	Memac Ogilvy & Mather Dubai	Tune in to the Mix	SABCO Media SAOC
7	GE/2011/MEDIA/212	Memac Ogilvy Tunisia	BOGACIDRE.TV	SFBT Group
8	GE/2011/MEDIA/213	Zenithmedia Kuwait	Wataniya TV	Wataniya Telecom
9	GE/2011/MEDIA/214	Impact BBDO Beirut	Chefey 7alak	Lebanese Broadcasting Corporation

Telecommunication Mobiles & Internet

1	GE/2011/TMI/202	Isobar	The First Anniversary	Wana Corporate SA
2	GE/2011/TMI/203	Leo Burnett Amman	Free Period Minutes	Asiacell Telecom - Iraq
3	GE/2011/TMI/206	OMD Dubai	du' Weather Report	du - Emirates Integrated Telecommunication Co
4	GE/2011/TMI/207	JWT Riyadh	IT'S OUR GAME!	Saudi Telecom Company (STC)
5	GE/2011/TMI/208	JWT Riyadh	Quicknet Revamp	Saudi Telecom Company (STC)
6	GE/2011/TMI/209	JWT Riyadh	Commentate, Vote and Win	Saudi Telecom Company (STC)
7	GE/2011/TMI/210	Zenithmedia Kuwait	Give Kuwait	Wataniya Telecom
8	GE/2011/TMI/211	JWT Riyadh	Smoking Signs	Saudi Telecom Company (STC)
9	GE/2011/TMI/212	Starcom Mediavest Group & Leo Burnett Riyadh	IPTV Don't Miss The Unmissable	Saudi Telecom Company (STC)
10	GE/2011/TMI/214	Starcom Mediavest Group Riyadh	ME2 Virtual Digital Life Mobile Application	Saudi Telecom Company (STC)
11	GE/2011/TMI/215	Leo Burnett Dubai	Security Awareness Campaign	du - Emirates Integrated Telecommunication Co
12	GE/2011/TMI/216	Leo Burnett Dubai	Open Your Heart	du - Emirates Integrated Telecommunication Co
13	GE/2011/TMI/217	FP7 Bahrain	INFINITY	Batelco
14	GE/2011/TMI/218	FP7 Bahrain	Supersonic	Batelco

Retail/Cosmetics & Fragrances

1	GE/2011/RCF/201	OMD Media Direction - Egypt	Haircode Sachet	Marico Egypt Industries
2	GE/2011/RCF/202	Havas Digital ME, MPG ME & EURO RSCG ME & Euro RSCG Corp Communications	What Kind of Beauty Are You	Chalhoub Group Retail (Faces Beauty Store)
3	GE/2011/RCF/203	MEC & Y&R	Bringing Sexy Back	Liwa Trading Enterprises LLC
4	GE/2011/RCF/204	Starcom Mediavest Group, MSL & Tattoo	Olay Eyes of Arabia	Procter & Gamble
5	GE/2011/RCF/205	GMASCO	IKEA - Storage Solution Products	IKEA

Sports Marketing Campaign

1	GE/2011/SMC/201	Hariz ME	2010 Formula 1 Etihad Airways Abu Dhabi Grand Prix	AUH Motorsports Management
2	GE/2011/SMC/202	Isobar	Chababna (Our Youth)	The Ministry of Youth and Sports - Morocco
3	GE/2011/SMC/203	OMD Dubai	Mountain Dew - Bravest Two	PepsiCo International
4	GE/2011/SMC/204	Zenithmedia, Lowe Mena, Blink Events & Interesting Times	Red Bull X Fighters World Tour 2011; Dubai	Red Bull
5	GE/2011/SMC/205	Mediavest	Adidas all in	Adidas
6	GE/2011/SMC/206	Mediavest	Need for Speed - F 50	Adidas
7	GE/2011/SMC/207	Interesting Times Beirut	Screaming Fans Say it Best	Red Bull

Electronics /Computers

1	GE/2011/EC/202	BPG Maxus Dubai	Launch of first Abu Dhabi store of Sharaf DG	Sharaf DG
2	GE/2011/EC/203	Starcom Mediavest Group	Braun Hair Care; Artemis	Procter & Gamble - Braun
3	GE/2011/EC/204	Impact Proximity	Paparazzi	Hewlett - Packard Middle East

Best New Product Launch

1	GE/2011/NPL/201	Carat, Wunderman, JWT Dubai	Redefining Success	Nokia Corporate
2	GE/2011/NPL/206	National Bonds	Employee Saving Scheme	National Bonds Corporation
3	GE/2011/NPL/207	OMD Dubai	Quaker Oats - 'Healthy Hearts'	PepsiCo International
4	GE/2011/NPL/208	OMD Dubai	du' Weather Report	du - Emirates Integrated Telecommunication Co
5	GE/2011/NPL/210	Impact BBDO Beirut	Waterfront City Launch	Waterfront City Beirut
6	GE/2011/NPL/212	Interesting Times Beirut	Courage is Contagious	Snowball SAL
7	GE/2011/NPL/213	Impact BBDO Beirut	It's About Time!	Cornelli Ice Cream
8	GE/2011/NPL/215	Starcom Mediavest Group & Leo Burnett Riyadh	IPTV Don't Miss The Unmissable	Saudi Telecom Company (STC)
9	GE/2011/NPL/217	TBWA\RAAD	Switch to Bait	Henkel
10	GE/2011/NPL/218	Leo Burnett Dubai	Her Business Super Plan - Super Women	du - Emirates Integrated Telecommunication Co
11	GE/2011/NPL/219	Mindshare MENA & Tattoo360	Juke Brand	Nissan Middle East
12	GE/2011/NPL/220	Publicis Graphics - Dubai	A Juicy Launch	Nestle Middle East

Best USE of CSR

1	GE/2011/CSR/201	OMD Media Direction - Egypt	Chipsy World Food Program	PepsiCo
2	GE/2011/CSR/203	OMD Media Direction - Egypt	El Balad Baladna - The Country is Ours	Henkel
3	GE/2011/CSR/204	OMD Media Direction - Egypt	Fulfill Your Dream	Henkel
4	GE/2011/CSR/205	Memac Ogilvy & Mather Egypt	Ana Ba7ebek ya Belady	Memac Ogilvy & Mather Egypt
5	GE/2011/CSR/206	Leo Burnett Beirut	Fake it All	Brand Protection Group
6	GE/2011/CSR/207	TBWA\Egypt - OMD	El Balad Baladna; This Country is our Country	Pril & Persil (Henkel)
7	GE/2011/CSR/208	Publicis Graphics	Choose Right. Keep Diabetes Away.	Dubai Health Authority
8	GE/2011/CSR/209	The Classic Partnership, Mediaedge CIA, Jiwin Apco	Beat Diabetes Initiative	Landmark Group
9	GE/2011/CSR/215	JWT Dubai & Starcom Mediavest Group	Spread Some Inspiration	Kraft Foods Middle East Africa
10	GE/2011/CSR/216	NA	Healthymagination	General Electric
11	GE/2011/CSR/217	Impact BBDO Proximity & Starcom Mediavest Group	Saudi Water Savers	Procter & Gamble
12	GE/2011/CSR/218	Impact BBDO Beirut	Cheyef 7alak	Lebanese Broadcasting Corporation
13	GE/2011/CSR/219	Impact BBDO Proximity & Starcom Mediavest Group	Pampers Tetanus Campaign	Procter & Gamble

Best Youth Marketing Campaign

1	GE/2011/YMC/203	OMD	Mountain Dew - Bravest Two	PepsiCo Intl
2	GE/2011/YMC/204	Impact BBDO & OMD Egypt	Pepsi the Power of a Word	PepsiCo Intl
3	GE/2011/YMC/205	Zenithmedia, Lowe Mena, Blink Events & Interesting Times	Red Bull X Fighters World Tour 2011; Dubai	Red Bull
4	GE/2011/YMC/206	Memac Ogilvy, Ogilvy One & UM7	Fanta Chase	The Coca-Cola Company Middle East
5	GE/2011/YMC/207	Memac Ogilvy Tunis	AXE MULTIPLE GIRLFRIENDS APP	Unilever
6	GE/2011/YMC/208	Mediavest Dubai	Need For Speed - F50	Adidas
7	GE/2011/YMC/209	Memac Ogilvy / Ogilvy Action Tunisia	AXE University Most Irresistible Student	Unilever Tunisia
8	GE/2011/YMC/210	FP7 Riyadh	Silk Screen Printing Exhibition	Lam Art Gallery
9	GE/2011/YMC/212	Lowe MENA Dubai	Get Fresh Get Close	Unilever Gulf
10	GE/2011/YMC/213	FP7 Bahrain	Supersonic	Batelco
11	GE/2011/YMC/214	Ogilvy Action	Sunsilk Style Pad	Unilever

