

SHORT-LIST / MEDIA CRISTAL MENA

ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
M27	A1. Food Product/Drink/Mass Consumption Product	The Mixers vs The Jammers	Doritos Collisions	Saudi Snacks Food Limited	OMD & Impact BBDO
M36	A1. Food Product/Drink/Mass Consumption Product	The Aqua Chase	Extra Aqua	Wrigley's Middle East	OMD
135	A1. Food Product/Drink/Mass Consumption Product	Snickers World Longest Football Match		Mars	MediaVest
150	A1. Food Product/Drink/Mass Consumption Product	Mr & Mrs Congeniality		Kraft Foods	Starcom
193	A1. Food Product/Drink/Mass Consumption Product	LG 3D FULL LED-LEVANT	Live Borderless with LG Infinia	LG	Mindshare
238	A1. Food Product/Drink/Mass Consumption Product	FIFA 2010 World Cup Celebration		Coca-Cola	UM
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
112	A2. Automobile/Automotive Product	Emirates Take Off	Emirates Take Off	Mercedes-Benz	Impact BBDO
159	A2. Automobile/Automotive Product	All Terrain	All Terrain	Ets. Kettaneh	Impact BBDO
225	A2. Automobile/Automotive Product	Castrol - Cheer With Castrol		Castrol	Mindshare Dubai
M32	A2. Automobile/Automotive Product	Petrol Power	Mercedes-Benz	Mercedes-Benz	OMD
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
28	A3. Banking/Insurance	Demining Campaign		Blom Bank	OMD Beirut & Impact BBDO
127	A3. Banking/Insurance	HSBC Homeloan	HSBC Homeloan	HSBC	JWT-Beirut
189	A3. Banking/Insurance	Solidarity Insurance launch campaign		Solidarity Insurance Alliance	UM Syria
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
51	A4. Service	Exotica Valentine	Make a move	Exotica	Leo Burnett Beirut
53	A4. Service	Alfa The Hijack	The Hijack	Alfa	Leo Burnett Beirut
194	A4. Service	Zain Jordan World Cup	Zain World Cup	Zain Telecommunications Jordan	Mindshare
259	A4. Service	INFINITY		Batelco	FP7/BAH
261	A4. Service	Debate the Game		Batelco	FP7/BAH
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
32	A5. Great Cause	Demining Campaign		Blom Bank	OMD Beirut & Impact BBDO
167	A5. Great Cause	Sticky Posters		Emirates Environmental Group	Wunderman
171	A5. Great Cause	Tide Loads of Hope		Procter & Gamble	Starcom
262	A5. Great Cause	Note Pad		Batelco	FP7/BAH
263	A5. Great Cause	Good Call		Batelco	FP7/BAH
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
185	A6. Media/Culture/Leisure	English Premier League launch		Abu Dhabi Media Company	PHD Abu Dhabi
196	A6. Media/Culture/Leisure	Zain Jordan World Cup	Zain World Cup	Zain Telecommunications Jordan	Mindshare Jordan
M22	A6. Media/Culture/Leisure	The Ice Race	TAG Heuer	TAG Heuer Middle East	OMD
M23	A6. Media/Culture/Leisure	Touch of Ads	HP	Hewlett Packard Middle East	OMD
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
134	A7. Transport/Tourism	Emirates Meet Dubai		Emirates Airlines	Starcom Dubai / Starcom IP Dubai
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
158	A8. Beauty/Hygiene/Health	My Crest Smile		Procter & Gamble	Starcom
M18	A8. Beauty/Hygiene/Health	Angelstar - WOW with Your Style	NIVEA	Beiersdorf Middle East	OMD & Horizon Draft FCB
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
M19	B1. Youth	Angelstar - WOW with Your Style	NIVEA	Beiersdorf Middle East	Horizon Draft FCB & OMD
M28	B1. Youth	The Mixers vs The Jammers	Doritos Collisions	Saudi Snacks Food Limited	OMD & Impact BBDO
M37	B1. Youth	The Aqua Chase	Extra Aqua	Wrigley's Middle East	OMD
197	B1. Youth	Zain Jordan World Cup	Zain World Cup	Zain Telecommunications Jordan	Mindshare Jordan
235	B1. Youth	Apple Valentine Ipod Promotion	Love Ipod	Arab Business Machine	Magna Global
264	B1. Youth	Simsim O-net		Batelco	FP7/BAH
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
132	B2. Men	Le Mall World Cup	Le Mall World Cup	Acres Holding	JWT Beirut
226	B2. Men	Castrol - Cheer With Castrol		Castrol	Mindshare Dubai
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
M16	B3. Women	Arwa3 Abaya II	Persil Abaya Shampoo	Henkel Arabia	OMD
M20	B3. Women	Angelstar - WOW with Your Style	NIVEA	Beiersdorf Middle East	OMD & Horizon Draft FCB
M35	B3. Women	Akbar Kitab	Quaker Oats	PepsiCo International	OMD & DDB
38	B3. Women	Miss Diet Pepsi Jordan		PepsiCo Jordan	OMD Beirut & Adpro
52	B3. Women	Exotica Valentine	Make a move	Exotica	Leo Burnett Beirut
ID	CATEGORY	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY
160	C1. Launch Campaign	All Terrain	All Terrain	Ets. Kettaneh	Impact BBDO
164	C1. Launch Campaign	Silkepil - Underwater		Procter and Gamble	Starcom
190	C1. Launch Campaign	LG 3D FULL LED- LEVANT	Live Borderless with LG Infinia	LG	Mindshare
198	C1. Launch Campaign	Solidarity Insurance launch campaign		Solidarity Alliance Insurance Co.	UM Syria
265	C1. Launch Campaign	INFINITY		Batelco	FP7/BAH
266	C1. Launch Campaign	Simsim O-net		Batelco	FP7/BAH
M21	C1. Launch Campaign	Angelstar - WOW with Your Style	NIVEA	Beiersdorf Middle East	OMD & Horizon Draft FCB
M38	C1. Launch Campaign	The Aqua Chase	Extra Aqua	Wrigley's Middle East	OMD