

SHORT LIST CYBER & MOBILE MENA

N°C	ID	CAMPAIGN NAME	AD TITLE	CLIENT	AGENCY NAME	COUNTRY
A-1 RETAILER WEBSITE						
102	398	Fake it All	Fake it All	Brand Protection Group	Leo Burnett Beirut	Lebanon
B-1 CORPORATE WEBSITE						
97	250	Cheyef Halak	Cheyef Halak	LBCi	Impact BBDO	Lebanon
102	397	Keep Walking Lebanon	Keep Walking Lebanon	Diageo	Leo Burnett Beirut	Lebanon
C-1 FOOD / DRINK / MASS-CONSUMPTION PRODUCT / HOME PRODUCT						
91	314	Pepsi Ramadan Campaign	Who deserves the pepsi	Pepsi	Media Direction OMD & Impact BBDO Cairo	Egypt
102	396	Keep Walking Lebanon	Keep Walking Lebanon	Diageo	Leo Burnett Beirut	Lebanon
90	373	The adventures with La vache qui rit: the quest for the missing cheese	The adventures with La vache qui rit: the quest for the missing cheese	Groupe Bel	Leo Burnett Dubai	UAE
108	464	Birell Man		Birell	Digital Republic	Egypt
77	340	Pepsi Music Mixer		PepsiCo	Impact Proximity / Impact BBDO	UAE
C-5 CHARITY / GENERAL INTEREST						
102	402	No Rights No Women	No Rights No Women	No Rights No Women	Leo Burnett Beirut	Lebanon
97	249	Cheyef Halak	Cheyef Halak	LBCi	IMPACTY BBDO	Lebanon
C-7 TRANSPORT / TOURISM / TRAVEL						
88	357	I AM EGYPT	I AM EGYPT	Egyptian Tourist Authority	JWT	Egypt
C-12 BEAUTY PRODUCT / HYGIENE / HEALTH PRODUCT						
108	467	All Will Fall		Axe	Digital Republic	Egypt
E-1 VIRAL MECHANISM (device and creation, including social)						
165	412b	Digital Love		DUREX	BUZZMAN	France
102	399	Fake it All	Fake it All	Brand Protection Group	Leo Burnett Beirut	Lebanon
97	369	Do the Fish	Do the Fish	Les Fils de Chafic Halwany	Impact BBDO	Lebanon
E-2 VIRAL FILM						
97	255	Cheyef Halak	Pedestrian Bridge	LBCi	IMPACT BBDO	Lebanon
97	252	Cheyef Halak	Taxi	LBCi	IMPACT BBDO	Lebanon