

## RADIO - Short List

C	ID	Campaign Name	Ad Title	Advertiser / Client	Agency Name
<b>Food / Drink</b>					
176	1098	Juhayna Zabado	Zabado New Lid	Juhayna	Leo Burnett Cairo
211	1379	Bride	Zalghouta	Puck	HORIZON DRAFTFCB Beirut
234	1010	You're not you when you're hungry	Jean-Luc Gone Mad	MARS	IMPACT BBDO Beirut
234	1011	You're not yourself when you're hungry	Nounou Gone Mad	MARS	IMPACT BBDO Beirut
238	1437	Seriously Not Serious Media	The First Billboard on the Radio	Wrigley	Impact BBDO Dubai
238	1438	Seriously Not Serious Media	The First Print Ad on the Radio	Wrigley	Impact BBDO Dubai
238	1439	Seriously Not Serious Media	The First Online Banner on the Radio	Wrigley	Impact BBDO Dubai
<b>Auto / Motorbike / Transport</b>					
234	1012	THE PHONE CALL	THE PHONE CALL	ETS. Kettaneh & Sons	IMPACT BBDO Beirut
243	1675	Al Tayer	Brent	Al Tayer Motors	FP7/DXB
<b>Services (except financial services)</b>					
138	768	Waffer	Haifa	Alfa telecom managed by Orascom	Leo Burnett Beirut
138	769	Waffer	Tarab	Alfa telecom managed by Orascom	Leo Burnett Beirut
138	770	Waffer	Rap	Alfa telecom managed by Orascom	Leo Burnett Beirut
176	1103	Mobinil One Million	Perfume	Mobinil	Leo Burnett Cairo
180	1029	Wiyana Connect	Orchestra	Zain Kuwait	JWT Kuwait
180	1030	EEZEE UNLIMITED	6ragat	Zain Kuwait	JWT Kuwait
180	1031	EEZEE UNLIMITED	ZAGAREET	Zain Kuwait	JWT Kuwait
231	1382	Zain Drive	Death by SMS Accelerator	Zain	Mindshare Kuwait
231	1384	Zain Drive	Death by SMS	Zain	Mindshare Kuwait
238	1528	The Specialists & Specialists	MURDOCH	MORGAN MCKINLEY RECRUITMENT	IMPACT BBDO DUBAI
238	1529	The Specialists & Specialists	TRACY	MORGAN MCKINLEY RECRUITMENT	IMPACT BBDO DUBAI
<b>NGO / Great Cause / Charity / Public Interest</b>					
197	1233	OPTIMISM	STORY OF LIVE RADIO	TUNISIANA	JWT Tunis
231	1383	Zain Drive	Death by SMS Accelerator	Zain	Mindshare Kuwait
231	1385	Zain Drive	Death by SMS	Zain	Mindshare Kuwait
232	1325	Alter Ego	Soldier	Babyshop	Bates pan Gulf
<b>Home / Clothing / Accessories</b>					
137	645	That Kind Of White	Cloud	Procter & Gamble	Leo Burnett Dubai
137	646	That Kind Of White	Bear	Procter & Gamble	Leo Burnett Dubai
137	647	That Kind Of White	Teeth	Procter & Gamble	Leo Burnett Dubai
243	1610	Sony Handycam	Office Party	Sony	FP7/DXB
243	1611	Sony Handycam	Big Day	Sony	FP7/DXB
243	1612	Sony Ericsson Xperia Arc	Bouncer	Sony Ericsson	FP7/DXB
243	1613	Sony Ericsson Xperia Arc	Wedding	Sony Ericsson	FP7/DXB
243	1614	Sony Ericsson Xperia Arc	Skirt	Sony Ericsson	FP7/DXB