



CYBER CRISTAL - SHORTLIST

Corporate Website - CSR Communication

| Name of the Campaign | Client | Agency | Creative Director | Country |
|----------------------|------------------|------------------|-------------------|---------|
| The Wall Of Goodness | Abu Dhabi Awards | Impact Proximity | Arvind Krishnan | UAE |

Corporate Website - Other Corporate Communication

| Name of the Campaign | Client | Agency | Creative Director | Country |
|-------------------------------|-------------------|------------------|-----------------------|--------------|
| Digital Energy - Screen Saver | STC | JWT | JWT KSA Creative Team | Saudi Arabia |
| The Monarch Dubai | The Monarch Dubai | Impact Proximity | Arvind Krishnan | UAE |

Product Website - Automotive / Motorcycle / Automotive product

| Name of the Campaign | Client | Agency | Creative Director | Country |
|------------------------|------------------------------|-----------------------|-------------------|---------|
| Aveo 5 Totally Street | General Motors | ARC/Leo Burnett Dubai | Sara Anani | UAE |
| Mercedes Benz - SL 350 | Daimler Chrysler Middle East | Impact Proximity | Arvind Krishnan | UAE |

Product Website - Insurance / Banking / Financial service

| Name of the Campaign | Client | Agency | Creative Director | Country |
|----------------------|--------|---------------------|---|---------|
| What Type Are You | HSBC | JWT Dubai / Firefly | Chafic Haddad, Alessandro Antonini / Neil Harrison, Wendy Ngai | UAE |

Product Website - Services (Other than financial)

| Name of the Campaign | Client | Agency | Creative Director | Country |
|----------------------|--------|------------|-------------------|---------|
| Nokia Summer Fusions | Nokia | JWT Beirut | Iyad Zahlan | LEBANON |

Product Website - Charity - General Interest

| Name of the Campaign | Client | Agency | Creative Director | Country |
|----------------------|----------------|------------|-------------------|---------|
| The Drive Home | Diageo Lebanon | JWT Beirut | Iyad Zahlan | LEBANON |

Display communication - Classical banner (up to 50 Ko)

| Name of the Campaign | Client | Agency | Creative Director | Country |
|----------------------|----------|-----------------------|-------------------|---------|
| Bead Maker | Emirates | ARC/Leo Burnett Dubai | Sara Anani | UAE |

Display communication - Interactive and dynamic banner

| Name of the Campaign | Client | Agency | Creative Director | Country |
|------------------------|-----------------------|--------------------------|----------------------------------|---------|
| Zain Mandella | Zain | Saatchi & Saatchi | Samer Younes | LEBANON |
| Chinese Puppet Story | Emirates | Arc/Leo Burnett Dubai | Sara Anani | UAE |
| Mosquito Game | Boecker Public Health | JWT Dubai | Chafic Haddad, Rani El Khatib | UAE |
| Clear Your Head Banner | GlaxoSmithKline | Memac Ogilvy Group Dubai | Till Hohmann / Preethi Mariappan | UAE |

Viral Marketing - Viral Film

| Name of the Campaign | Client | Agency | Creative Director | Country |
|----------------------|--------|-----------|------------------------------------|---------|
| Blueberry | HSBC | JWT Dubai | Chafic Haddad, Alessandro Antonini | UAE |
| Inverted Commas | HSBC | JWT Dubai | Chafic Haddad, Alessandro Antonini | UAE |
| The Boss | HSBC | JWT Dubai | Chafic Haddad, Alessandro Antonini | UAE |
| Powerpoint | HSBC | JWT Dubai | Chafic Haddad, Alessandro Antonini | UAE |

Viral Marketing - Widgets and applications

| Name of the Campaign | Client | Agency | Creative Director | Country |
|--------------------------------|---------|--------------------------|----------------------------------|---------|
| You Type We Dance Screen Saver | ACDelco | Memac Ogilvy Group Dubai | Till Hohmann / Preethi Mariappan | UAE |

Digital Innovation

| Name of the Campaign | Client | Agency | Creative Director | Country |
|----------------------|--------------|-----------|-------------------|---------|
| tahyeess case final | Nestle Egypt | JWT Cairo | Shady Abdellatif | EGYPT |