



Daily Press Cristal - Short List

Food / Beverages

Name of the Campaign	Client	Agency	Creative Director	Country
THICK	HEINZ	FP7 Doha	Fadi Yaish	Qatar

Automotive / Motorbike / Transport

Name of the Campaign	Client	Agency	Creative Director	Country
Spacious - Bellboy	Almana Group	FP7 Doha	Fadi Yaish	Qatar
Spacious - Cleaner	Almana Group	FP7 Doha	Fadi Yaish	Qatar
Spacious - Cop	Almana Group	FP7 Doha	Fadi Yaish	Qatar

Insurance / Banking / Financial Services

Name of the Campaign	Client	Agency	Creative Director	Country
Benjamins -1	BankMed	Impact BBDO	Associate Creative Director: Joe Abou Khaled	Lebanon
Benjamins -2	BankMed	Impact BBDO	Associate Creative Director: Joe Abou Khaled	Lebanon
Benjamins -3	BankMed	Impact BBDO	Associate Creative Director: Joe Abou Khaled	Lebanon

Services (except financial)

Name of the Campaign	Client	Agency	Creative Director	Country
illusions - Van	UPS	FP7 Doha	Fadi Yaish	Qatar
illusions - Delivery	UPS	FP7 Doha	Fadi Yaish	Qatar
illusions - Truck	UPS	FP7 Doha	Fadi Yaish	Qatar

Home / Clothing / Accessories

Name of the Campaign	Client	Agency	Creative Director	Country
Sugar Jar	Masa Pest Control	TBWA\RAAD\KSA	Saadi Alkouatli	KSA
Bra	Gulf Mode Garments Trading LLC	JWT Dubai	Chafic Haddad	UAE
Panty	Gulf Mode Garments Trading LLC	JWT Dubai	Chafic Haddad	UAE
String	Gulf Mode Garments Trading LLC	JWT Dubai	Chafic Haddad	UAE

Media

Name of the Campaign	Client	Agency	Creative Director	Country
Brain	Drive	Drive	Gael Chevolleau	UAE

NGO / Great cause / Charity / Public Interest Campaign

Name of the Campaign	Client	Agency	Creative Director	Country
Sidewalk	du telecom	Leo Burnett	Munah Zahr	uae
Yellow line	du telecom	Leo Burnett	Munah Zahr	uae
BACK SEAT - elephant	QATAR GAS	FP7 Doha	Fadi Yaish	qatar
BACK SEAT - bear	QATAR GAS	FP7 Doha	Fadi Yaish	qatar
BACK SEAT - duck	QATAR GAS	FP7 Doha	Fadi Yaish	qatar
BACK SEAT - penguin	QATAR GAS	FP7 Doha	Fadi Yaish	qatar
Crash Mobile	Wataniya Telecom	IMPACT BBDO GROUP	Viraj Ponkshe / Mukesh Makhijani / Suresh Naidu	Kuwait
Whole	WWF/EWS	JWT Dubai	Chafic Haddad	UAE
Slices	WWF/EWS	JWT Dubai	Chafic Haddad	UAE
Fillet	WWF/EWS	JWT Dubai	Chafic Haddad	UAE
Crude Oil	Emirates Environmental Group	JWT Dubai	Chafic Haddad	UAE
Nylon Bags	Emirates Environmental Group	JWT Dubai	Chafic Haddad	UAE
Bottle Caps	Emirates Environmental Group	JWT Dubai	Chafic Haddad	UAE

Leisure (Tourism, Sport, Game)

Name of the Campaign	Client	Agency	Creative Director	Country
MUDDY 4X4	city center toys	FP7 Doha	Fadi Yaish	Qatar

Beauty / Hygiene / Health

Name of the Campaign	Client	Agency	Creative Director	Country
HELMETS - Skater	B. D. P. Group	FP7 Doha	Fadi Yaish	Qatar
HELMETS - Soldier	B. D. P. Group	FP7 Doha	Fadi Yaish	Qatar
HELMETS - Bicker	B. D. P. Group	FP7 Doha	Fadi Yaish	Qatar
Camouflage	Gillette	Impact BBDO	Carlos Amseyan	Lebanon

Real Estate

Name of the Campaign	Client	Agency	Creative Director	Country
Pin Cushion	JBI	ImpactBBDO Abu Dhabi	Peter Vegas	UAE
Tape Measure	JBI	ImpactBBDO Abu Dhabi	Peter Vegas	UAE
Needle	JBI	ImpactBBDO Abu Dhabi	Peter Vegas	UAE