



SHORT-LIST MENA : INTEGRATED COMPETITION

1- CONCEPTION OF THE IDEA

Title	Client	Agency	Country	Creative director
Fred The Chicken	Nando's Kuwait Food Co.	Leo Burnett Dubai	UAE	Malek Ghorayeb
Ramadan - Campaign 2008	Al Hilal Bank	Memac Ogilvy Group Dubai	UAE	Executive Creative Director - Till Hohmann,
One Breasted Mannequin	Bare Essentials and Memac Ogilvy	Memac Ogilvy Group Dubai	UAE	Executive Creative Director - Till Hohmann Web Designer - Chaitanya Kolwankar
Khedeh Kasra*	Hariri Foundation	Leo Burnett Beirut	Lebanon	Bechara Mouzannar - Chermine Assadian

* Change from category 3 to 1 (decision of the jury)

2- ADVERTAINMENT

Title	Client	Agency	Country	Creative director
'A Little Help from Indiana Jones'	General Motors Middle East Operations	Starcom Mediavest Group	UAE	Vinod Kumar
Weld Ettalyana Campaign	L'Epi D'Or	Memac Ogilvy Label Tunisia	Tunisia	Nicolas Courant
Nokia Summer Fusions	Nokia	JWT Beirut	Lebanon	Lyad Zahlan

3- PLURIMEDIA CAMPAIGNS

Title	Client	Agency	Country	Creative director
Crash Mobile	Wataniya Telecom	IMPACT BBDO GROUP Kuwait	Kuwait	Viraj Ponkshe / Mukesh Makhijani / Suresh Naidu
Draw the Line	IndyAct	JWT Beirut	Lebanon	Lyad Zahlan