



Magazine Cristal - Short List

Food / Beverages

Campaign name	Client	Agency	Creative director	Country
THICK	HEINZ	Fortune Promoseven	Fadi Yaish	Qatar
Stamina - woodpecker	PepsiCo International	Impact BBDO	Nancy Timani	Lebanon
Stamina - turtle	PepsiCo International	Impact BBDO	Nancy Timani	Lebanon

Automotive / Motorcycle / Transport

Campaign name	Client	Agency	Creative director	Country
spacious - bellboy	Almana Group	Fortune Promoseven	Fadi Yaish	Qatar
spacious - Cleaner	Almana Group	Fortune Promoseven	Fadi Yaish	Qatar
spacious - Cop	Almana Group	Fortune Promoseven	Fadi Yaish	Qatar
Baby On Board	Mercedes/Gargash Enterprises	JWT Dubai	Chafic Haddad	UAE
Girl	Mercedes/Gargash Enterprises	JWT Dubai	Chafic Haddad	UAE

Home / Clothing / Accessories

Campaign name	Client	Agency	Creative director	Country
Frog - Hippo	Sony	Fortune Promoseven	Ali Ali	UAE
Rat - Elephant	Sony	Fortune Promoseven	Ali Ali	UAE
Squid - Whale	Sony	Fortune Promoseven	Ali Ali	UAE

Egg	Sony	Fortune Promoseven	Marc Lineveldt	UAE
Banana	Sony	Fortune Promoseven	Marc Lineveldt	UAE
Jelly beans	Sony	Fortune Promoseven	Marc Lineveldt	UAE
comfortable	hush pupPies - Bedroom	Fortune Promoseven	Fadi Yaish	Qatar
comfortable	hush pupPies - Closet	Fortune Promoseven	Fadi Yaish	Qatar
comfortable	hush pupPies - Door step	Fortune Promoseven	Fadi Yaish	Qatar
chilling - Bayer back packer	Bayer	Fortune Promoseven	Fadi Yaish	Qatar
chilling - Bayer USA Army	Bayer	Fortune Promoseven	Fadi Yaish	Qatar
chilling - Bayer Kidnapier	Bayer	Fortune Promoseven	Fadi Yaish	Qatar
Red Dress	Nicola Finetti/Tigerlily	JWT Dubai	Chafic Haddad	UAE

NGOs / Charities / Aid organization / Public Awareness

Campaign name	Client	Agency	Creative director	Country
Save the World' / 'Tetris' - Joypad	Lebanese Red Cross	Leo Burnett Beirut	Bechara Mouzannar - Celine Khoury	Lebanon
Save the World' / 'Tetris' - Tetris	Lebanese Red Cross	Leo Burnett Beirut	Bechara Mouzannar - Celine Khoury	Lebanon
BACK SEAT - Elephant	QATAR GAS	Fortune Promoseven	Fadi Yaish	Qatar
BACK SEAT - Bear	QATAR GAS	Fortune Promoseven	Fadi Yaish	Qatar
BACK SEAT - Duck	QATAR GAS	Fortune Promoseven	Fadi Yaish	Qatar
BACK SEAT - Penguin	QATAR GAS	Fortune Promoseven	Fadi Yaish	Qatar

Leisure /Tourism /Games

Campaign name	Client	Agency	Creative director	Country
Doll	GOLDEN FIST KARATE CLUB	Leo Burnett	Munah Zahr	UAE
Miles Davis	General Motors	Leo Burnett Dubai	Malek Ghorayeb	UAE
MUDDY 4X4	CITY CENTER TOYS	Fortune Promoseven	Fadi Yaish	Qatar

Beauty / Hygiene / Health

Campaign name	Client	Agency	Creative director	Country
HELMETS - Skater	B. D. P. Group	Fortune Promoseven	Fadi Yaish	Qatar
HELMETS - Soldier	B. D. P. Group	Fortune Promoseven	Fadi Yaish	Qatar
HELMETS - Biker	B. D. P. Group	Fortune Promoseven	Fadi Yaish	Qatar
Pamperzzzzzz	Procter & Gamble - Pampers	Saatchi & saatchi	Samer Younes	Lebanon
Pause	Biersdorf Middle East	TBWA\RAAD	Nirmal Diwadkar	UAE
Sandcastle	Biersdorf Middle Eas	TBWA\RAAD	Nirmal Diwadkar	UAE