



# Marketing Services - Short List

## A1- Mailing

Title Campaign	Client	Agency	Country	Creative Director
Miniature Magazines	Masa Pest Control	TBWA\RAAD\KSA	KSA	Saadi Alkouatli
12 Days of Christmas	Hep.Attitude Positive	JWT - Beirut	Lebanon	Iyad Zahlan
Muscles	Gold Gym	FP7 Doha	Qatar	Fadi Yaish

## A2Events (street marketing, retail outlet animation)

Title Campaign	Client	Agency	Country	Creative Director
Press Play	Nokia Middle East & North Africa	JWT Dubai	United Arab Emirates	Chafic Haddad
One Breasted Mannequin	Bare Essentials	Memac Ogilvy Group Dubai	United Arab Emirates	Judy Remedios
Music in the city	Nokia	JWT - Beirut	Lebanon	Iyad Zahlan

## A3-Promotion (on pack, gamesand contests, on site publicity)

Title Campaign	Client	Agency	Country	Creative Director
HSBC - Japan	HSBC Beirut	JWT - Beirut	Lebanon	Iyad Zahlan
Soft Speedbump Dealership Promotion	Volvo	Memac Ogilvy Group Dubai	United Arab Emirates	Judy Remedios
Nokia Fusion Challenge	Nokia	JWT	Saudi Arabia	Mohamed Jumah

## A4-Digital (web site, E-mailing,display, search)

Title Campaign	Client	Agency	Country	Creative Director
Hepatitis Box	Hep.Attitude Positive	Lebanon	Iyad Zahlan	JWT - Beirut

## A7- Network (Stimulation,training,motivation and sale support equipment)

Title Campaign	Client	Agency	Country	Creative Director
The Book of Yes	ACDelco	Memac Ogilvy Group Dubai	United Arab Emirates	Judy Remedios
Draw a smile	HSBC Beirut	JWT - Beirut	Lebanon	Iyad Zahlan

## B1-Food products/Beverage/Mass Consumption product

Title Campaign	Client	Agency	Country	Creative Director
Heineken Euro Cup	Brasserie Almaza	JWT - Beirut	Lebanon	Iyad Zahlan

## B2-Automotive/Automotive Product

Title Campaign	Client	Agency	Country	Creative Director
Baby On Board	Mercedes/Gargash Enterprises	JWT Dubai	United Arab Emirates	Chafic Haddad
Fiat Candies	Fiat Maroc	Leo Burnett	Marocco	Wissam Matar

## B3-Service/Banking/Credit Institution/Insurance

Title Campaign	Client	Agency	Country	Creative Director
Antiques	AIG MEMSA	JWT Dubai	United Arab Emirates	Chafic Haddad
Journey to Japan	HSBC Beirut	JWT - Beirut	Lebanon	Iyad Zahlan
Bark	AIG MEMSA	JWT Dubai	United Arab Emirates	Chafic Haddad, Rani El Khatib
Miniature Magazines	Masa Pest Control	TBWA\RAAD\KSA	KSA	Saadi Alkouatli

## B4-Charity/General Interest

Title Campaign	Client	Agency	Country	Creative Director
Beauty Kit	City Of Hope	JWT Dubai	United Arab Emirates	Chafic Haddad
12 Days of Christmas	Hep.Attitude Positive	JWT - Beirut	Lebanon	Iyad Zahlan
Drink Responsibly, call a taxi	Diageo Lebanon	JWT - Beirut	Lebanon	Iyad Zahlan

## B5-Transport/tourism/Leisure(media,culture)

Title Campaign	Client	Agency	Country	Creative Director
Curb your cravings book	Emirates International Restaurants	Memac Ogilvy Group Dubai	United Arab Emirates	Judy Remedios

## B6-Information Technology and Telecommunication

Title Campaign	Client	Agency	Country	Creative Director
Nokia Fusion Challenge	Nokia	JWT	Saudi Arabia	Mohamed Jumah

## B7-Local Distribution (exept food products)

Title Campaign	Client	Agency	Country	Creative Director
Beirut Marathon - Shoes	Beirut Marathon Association	JWT - Beirut	Lebanon	Iyad Zahlan

## B10-B to B

Title Campaign	Client	Agency	Country	Creative Director
The Burial Of Pests	Boecker Public Health	JWT Dubai	United Arab Emirates	Chafic Haddad
Lonely No More	Microsoft Gulf FZ LLC	Wunderman Dubai	UAE	Kerry Platts