



SHORT LIST - ADVERTISER'S MEDIA CRISTAL

FOOD MARKET			
TITLE	CLIENT	AGENCY	COUNTRY
Fred The Chicken	Nando's Kuwait Food Co.	Leo Burnett Dubai	UAE
Drop a Jeans Size in 2 Weeks	Kellogg's Middle East	OMD Middle East	UAE
NESTLE GOOD MORNING	NESTLE	MINDSHARE (MOROCCO)	MOROCCO
Celebrity Cooking Show with Kraft	Kraft Foods MEA FZE	Starcom MediaVest Group	UAE

DRINK MARKET			
TITLE	CLIENT	AGENCY	COUNTRY
Street Skills	PepsiCo	OMD Middle East	UAE
Taking X Games to the Xtreme	PepsiCo	OMD Middle East	UAE
The Flag Tour	Coca-Cola Egypt	Starcom MediaVest Group	UAE

SNACKS MARKET			
TITLE	CLIENT	AGENCY	COUNTRY
Right Place Right Time	Wrigley Middle East FZCO	OMD Middle East	UAE
Let It Glow	Wrigley Middle East FZCO	OMD Middle East	UAE
Do Not Disturb	SSFL (Saudi Snacks Food Limited)	OMD Middle East	UAE

AUTOMOBILE INDUSTRY			
TITLE	CLIENT	AGENCY	COUNTRY
Live the DVD Experience	Nissan Middle East FZE	OMD Middle East	UAE
Animal Sightings	Nissan Middle East	OMD Digital	UAE
Shock & Awe	Infiniti Middle East	OMD Digital	UAE

BANKING / INSURANCE

TITLE	CLIENT	AGENCY	COUNTRY
Game of Tag	Barclays	OMD Digital	UAE
HSBC Save Energy	HSBC Beirut	JWT Beirut	Lebanon
Wallet Diet	Barclays Personal Loans	OMD Middle East	UAE

TELECOMMUNICATION / MEDIA

TITLE	CLIENT	AGENCY	COUNTRY
Lonely No More	Microsoft FZ LLC	OMD Middle East	UAE
We've covered it	Mobily	PHD iQ	UAE
A Female's Touch	DMI - Dubai One	OMD Middle East	UAE

PUBLIC AWARENESS (PUBLIC INTEREST & CHARITY)

TITLE	CLIENT	AGENCY	COUNTRY
Crash Mobile	Wataniya Telecom	IMPACT BBDO GROUP	Kuwait
Hepatitis Box	Hep.Attitude Positive	JWT Beirut	Lebanon
ASTI - Acid Attack	Acid Survivors Trust International (ASTI)	JWT Dubai	Lebanon

HEALTH & BEAUTY PRODUCTS

TITLE	CLIENT	AGENCY	COUNTRY
Pert Plus "Friz Control" Quiz	PROCTER & GAMBLE	Leo Burnett Beirut	Lebanon
Pert Plus "Friz Control" Dinner	PROCTER & GAMBLE	Leo Burnett Beirut	Lebanon
ROWENTA	ROWENTA	MINDSHARE (UAE)	UAE

PRODUCT LAUNCH

TITLE	CLIENT	AGENCY	COUNTRY
LG SCARLET	LG	MINDSHARE (UAE)	UAE
Instant Mobility	Mobily	OMD Middle East	UAE
MAXWELL HOUSE	MAXWELL HOUSE	MINDSHARE (LEBANON)	Lebanon