

1 - Best Film, Series or Fictional Program					
ID	Campaign Name	Ad Title	Advertiser	Agency	Country
895-1	The Social Music Experiment		Ultimate Ears	Greenlight Media & Marketing	USA
905-1	Dolceca Mango	Swimming Mango	Nestle Egypt	JWT	Egypt
910-4	Move On	Move On	Deutsche Telekom	DDB Tribal Group GmbH	Germany
955-5	The Scarecrow		Chipotle Mexican Grill	CAA	USA
955-4	The Polar Bears Movie		The Coca-Cola Company	CAA	USA
2 - Best Film, Series or Non-Fiction Program					
ID	Campaign Name	Ad Title	Advertiser		Country
687-1	Giving	Giving	Real Move Co.,Ltd.	Ogilvy & Mather Thailand	Thailand
691-6	From Shelter to Stage		Mars Petcare PEDIGREE?	Starcom MediaVest Group	USA
905-4	Nokia Asha Freestyle Movement	Nokia Asha Freestyle Movement	Nokia Egypt	JWT	Egypt
944-1	Really Friends ?	Really Friends ?	Nestlé	Publicis Conseil	France
955-3	Raising the Bar		DIAGEO	CAA	USA
810-18	Trace Urban vs Shazam		Trace Urban	DDB Paris	France
3 - Best Brand or Product Integration into an Existing TV Show					
ID	Campaign Name	Ad Title	Advertiser		Country
765-1	ADAM & THE MODELS	ADAM & THE MODELS	Adam Opel AG	SevenOne Adfactory	Germany
826-1	The Beetle Shark Cage		Volkswagen	MediaCom	USA
879-1	Under the Dome	Under the Dome	TOYOTA MOTORS SALES USA	Brand Arc	United States
972-2	LesFurets.com Scènes de Ménages		Courtanet	Zenith Optimedia	France
5 - Best Use or Integration of Experiential Event					
ID	Campaign Name	Ad Title	Advertiser		Country
671-1	Small World Machines	Small World Machines	Coca-Cola	Leo Burnett Sydney and Chicago	AUSTRALIA
844-6	TAICHIPHOP	TAICHIPHOP	DOMYOS (OXYLANE GROUP)	Fred & Farid Shanghai	CHINA
862-1	Tunisian play Comedy Festival	Tunisian play Comedy Festival	Tunisie Telecom	Havas Worldwide Tunisie	Tunisia
863-1	Photoshop Live-Street Retouch Prank		Adobe	Abby Norm	Sweden
868-2	Get Loud Paris		Converse	Blast Radius Paris	France
896-1	Toyota Hilux Ramadan	Toyota Ramadan	Abdul Latif Jameel	Drive Dentsu / Jeddah	KSA
901-2	Surprise Collection	Surprise Collection	P&G	Agencia Africa	Brazil
903-5	Hawker Heroes	Hawker Heroes	Singapore Telecommunications	BBDO Singapore PTE LTD	Singapore
6 - Best Use of Brand Sponsorship Integration					
ID	Campaign Name	Ad Title	Advertiser		Country
698-6	tweet & shoot		BNP Paribas	We Are Social	France
785-1	Happiness Heroes	Happiness Heroes	Bel Group	Leo Burnett Beirut	Lebanon
960-1	The FORTUNE Global Re:Set		DuPont	Ogilvy & Mather	USA
7 - Best Use or Integration of Gaming					
ID	Campaign Name	Ad Title	Advertiser		Country
848-2	PMU Serial Parieurs		PMU	Publicis Modem	France
885-26	Enter the Game		Konami	Havas Sport & Entertainment	Spain
908-3	The Secret Place		Nestlé Waters	Zenith Optimedia	FRANCE
955-6	The Scarecrow		Chipotle Mexican Grill	CAA	USA

8 - Best Use or Integration of User-Generated Content					
ID	Campaign Name	Ad Title	Advertiser		Country
670-1	New York Writes Itself//8Million Protagonists	8 Million Protagonists	The Village Voice Newspaper	Leo Burnett New York	USA
822-4	Crazy for Good	Crazy for Good	Coca Cola	FP7/CAI	Egypt
896-2	Toyota Hilux Ramadan	Toyota Ramadan	Abdul Latif Jameel	Drive Dentsu / Jeddah	KSA
997-2	WHAT ZE TEUF	WHAT ZE TEUF	WE LOVE CINEMA par BNP Paribas	LEDOUZE	FRANCE
9 - Best Use or Integration of Music					
ID	Campaign Name	Ad Title	Advertiser		Country
682-2	Tweetphony	Tweetphony	Metropole Orchestra	Havas Worldwide Amsterdam	Netherlands
785-8	Raasuk - Diversion	Raasuk - Diversion	Mashrou' Leila	Leo Burnett Beirut	Lebanon
884-2	MOBINIL always together	We only have each other	MOBINIL	Leo Burnett Cairo	Egypt
924-3	Coke Studio Season 2	Coke Studio Season 2	Coca-Cola	FP7/DXB & UM	UAE
955-8	The Scarecrow		Chipotle Mexican Grill	CAA	USA
11 - Best Use or Integration of Digital Media					
ID	Campaign Name	Ad Title	Advertiser		Country
694-1	Saadat Al Sultan	Bebelac Viral Video	Danone Nutricia Early Life Nutrition	Havas Worldwide Dubai	United Arab Emirates
698-7	tweet & shoot		BNP Paribas	We Are Social	France
782-4	HERITAGE	HERITAGE	ETS. KHALIL FATTAL & SONS	Impact BBDO	LEBANON
810-14	Facebook1914		Musée de la Grande Guerre du pays de Meaux	DDB Paris	France
828-6	Film Personality Test	Film Personality Test - YouTube	Dubai International Film Festival	Leo Burnett Dubai	UAE
896-3	Toyota Hilux Ramadan	Toyota Ramadan	Abdul Latif Jameel	Drive Dentsu / Jeddah	KSA
955-9	The Scarecrow		Chipotle Mexican Grill	CAA	USA
12 - Best Integrated Content Campaign					
ID	Campaign Name	Ad Title	Advertiser		Country
681-23	LOVE IN DIFFERENT TENSE		UNILEVER	PHD	CHINA
782-3	CHEYEF HALAK	DISCRIMINATION	LBCI	Impact BBDO	LEBANON
975-3	The Hornbach Hammer	The Hornbach Hammer	Hornbach Baumarkt AG	Heimat Werbeagentur GmbH	Germany
776-1	CAR vs BIKE		General Motors	R&I Group	Russia
14 - Best Product Launch					
ID	Campaign Name	Ad Title	Advertiser		Country
840-1	Double OREO le défi 3,2,1 Lèchez !		Mondelez/OREO	Carat France	France
877-1	Lunchables Gets Uploaded		Oscar Mayer	Starcom MediaVest Group	USA
905-2	Dolceca Mango	Swimming Mango	Nestle Egypt	JWT	Egypt
15 - Best Brand Building					
ID	Campaign Name	Ad Title	Advertiser		Country
785-3	The Original Story	Ksara The Original Story	Chateau Ksara	Leo Burnett Beirut	Lebanon
844-7	TAICHIPHOP	TAICHIPHOP	DOMYOS (OXYLANE GROUP)	Fred & Farid Shanghai	CHINA
906-1	TBWAMoscow	Charge the city with the energy of running	adidas	TBWA Moscow	Russia
955-1	The Polar Bears Movie		The Coca-Cola Company	CAA	USA
955-2	The Scarecrow		Chipotle Mexican Grill	CAA	USA
970-3	The Candidate		Publicis Italy	Publicis Italy	Italy
1014-6	SOS condom		durex	Buzzman Middle East	France
16 - Craft					
ID	Campaign Name	Ad Title	Advertiser		Country
810-14	Facebook1914		Musée de la Grande Guerre du pays de Meaux	DDB Paris	France
687-1	Giving	Giving	Real Move Co.,Ltd.	Ogilvy & Mather Thailand	Thailand
955-2	The Scarecrow		Chipotle Mexican Grill	CAA	USA
955-1	The Polar Bears Movie		The Coca-Cola Company	CAA	USA
785-3	The Original Story	Ksara The Original Story	Chateau Ksara	Leo Burnett Beirut	Lebanon
905-2	Dolceca Mango	Swimming Mango	Nestle Egypt	JWT	Egypt