

## CYBER CRISTAL

### WEBSITE

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN              | ANNONCEUR/CLIENT                      | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|--------------------------------|---------------------------------------|------------------------|---|
| UAE          | BURJ DUBAI WEBSITE             | EMARAR PROPERTIES PJSC                | FUP MEDIA FZ-LLC       | MAZEN ABU HAYTAB                        |
| UAE          | MOM'S IN THE MIDDLE EAST       | MASTERFOODS MIDDLE EAST FREE ZONE     | IMPACT PROXIMITY DUBAI | SEBASTIAN PUHZE                         |
| UAE          | CHEVROLET BOLD NEW ERA WEBSITE | GENERAL MOTORS MIDDLE EAST OPERATIONS | ARC WORLDWIDE FZ-LLC   | SARA ANANI                              |

### BANNER

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN                     | ANNONCEUR/CLIENT                      | AGENCE/AGENCY        | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|---------------------------------------|---------------------------------------|----------------------|---|
| UAE          | CHEVROLET BOLD NEW ERA BANNER 'BURN'  | GENERAL MOTORS MIDDLE EAST OPERATIONS | ARC WORLDWIDE FZ-LLC | SARA ANANI                              |
| UAE          | CHEVROLET BOLD NEW ERA BANNER 'BREAK' | GENERAL MOTORS MIDDLE EAST OPERATIONS | ARC WORLDWIDE FZ-LLC | SARA ANANI                              |
| UAE          | PAGE PUSH                             | EMIRATES TODAY                        | TEQUILA VINE         | RANANI MIHAFS                           |

### VIRAL MARKETING

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT                      | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|------------------------------|---------------------------------------|------------------------|---|
| UAE          | PEPSI - SEA OF STARS WEBSITE | PEPSI INTERNATIONAL                   | IMPACT PROXIMITY DUBAI | SEBASTIAN PUHZE                         |
| UAE          | GMC WUKON VIRAL              | GENERAL MOTORS MIDDLE EAST OPERATIONS | ARC WORLDWIDE FZ-LLC   | SARA ANANI                              |
| KSA          | RENAULT OH LA LA             | RENAULT ZAHID TRACTOR                 | PUBUOS GRAPHICS        | BRUCE COWLEY                            |

### MOBILE

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN     | ANNONCEUR/CLIENT                 | AGENCE/AGENCY | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-----------------------|----------------------------------|---------------|---|
| UAE          | BRIDGESTONE ADRETRAIL | BRIDGESTONE MIDDLE EAST & AFRICA | AREFLY        | NEL HARRISON                            |

## DAILY PRESS CRISTAL

| PRYS/COUNTRY  | CAMPAGNE/CAMPAIGN                      | ANNONCEUR/CLIENT                                   | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|---|--|--|----------------------------|---|
| MOROCCO   | TEETH PROTECTOR                        | CADBURY MOROCCO                                    | JWT CASABLANCA             | NICOLAS GEACHAN                         |
| LEBANON   | THE STAW                               | PEPSICO  | IMPACT BBDO BEIRUT         | CAROLINE NAMMOUR                        |
| JORDAN  | WHOPPERLICIOUS                         | JAFCO / JORDAN AMERICAN FOOD COMPANY / BURGER KING | PUBLICIS GRAPHICS JORDAN   | RAMI QADDOUMI                           |
| UAE   | KK' DAY AFTER XMAS                     | NESTLE MIDDLE EAST                                 | JWT DUBAI                  | CHAFIC HADDAD                           |
| LEBANON   | THE LIDS PEPSI                         | PEPSICO  | IMPACT BBDO BEIRUT         | CAROLINE NAMMOUR                        |
| <b>Automobile, Motorcycles, Transport</b>                           |  |  |                            |   |
| PRYS/COUNTRY  | CAMPAGNE/CAMPAIGN                      | ANNONCEUR/CLIENT                                   | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | OVER 280 HOURS OF MOVIES               | EMIRATES AIRLINES                                  | IMPACT BBDO DUBAI          | JENNIE MORRIS                           |
| UAE   | CHANDELIER                             | GENERAL MOTORS HUMMER                              | LEO BURNETT DUBAI          | MALEK GHORAYEB                          |
| LEBANON   | DOOR SCRATCH                           | ETS_KETTANEH & FILS                                | IMPACT BBDO BEIRUT         | HOUSEP GUERBOYAN                        |
| LEBANON   | NEW (NW)                               | ETS_KETTANEH & FILS                                | IMPACT BBDO BEIRUT         | HOUSEP GUERBOYAN                        |
| KUWAIT  | AL MUMTAZA SUITS YOUR MODERN LIFESTYLE | KUWAIT FINANCE HOUSE                               | TBWA / RAAD / AFYOUNI      | HOUSSAM AFYOUNI                         |
| <b>Financial Services</b>   |  |  |                            |   |
| PRYS/COUNTRY  | CAMPAGNE/CAMPAIGN                      | ANNONCEUR/CLIENT                                   | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | TURTLE                                 | BARCLAYS BANK PLC                                  | IMPACT BBDO DUBAI          | JENNIE MORRIS                           |
| UAE   | SNAIL                                  | BARCLAYS BANK PLC                                  | IMPACT BBDO DUBAI          | JENNIE MORRIS                           |
| UAE   | CHIC                                   | BARCLAYS BANK PLC                                  | IMPACT BBDO DUBAI          | JENNIE MORRIS                           |
| UAE   | SPHINX                                 | NATIONAL BANK OF DUBAI                             | LEO BURNETT DUBAI          | MALEK GHORAYEB                          |
| UAE   | TAJ MAHAL                              | NATIONAL BANK OF DUBAI                             | LEO BURNETT DUBAI          | MALEK GHORAYEB                          |
| <b>Services (other than financial)</b>                              |  |  |                            |   |
| PRYS/COUNTRY  | CAMPAGNE/CAMPAIGN                      | ANNONCEUR/CLIENT                                   | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | MUSCLE MAN                             | ETISALAT   | IMPACT BBDO ABU DHABI      | PETER VEGAS                             |
| KSA   | SUSHI                                  | MIDDLE EAST SPECIALIZED CABLES                     | TARGETS LEO BURNETT        | RUDDOLF HALABI                          |
| UAE   | GOAL KEEPER                            | D.I.A ( DUBAI INTERNATIONAL ACADEMY )              | BATES PANGULF              | LESLIE JAMES                            |
| OMAN  | PUSH & PULL                            | RENAISSANCE TRAINING INSTTUE                       | FORTUNE PROMOSEVEN OMAN    | NOUFAL ALI                              |
| UAE   | BOOK WORLD                             | BOOKWORLD  | JWT DUBAI                  | CHAFIC HADDAD                           |
| <b>NGO, Charity, Humanitarian and Collective Interest Campaigns</b> |  |  |                            |   |
| PRYS/COUNTRY  | CAMPAGNE/CAMPAIGN                      | ANNONCEUR/CLIENT                                   | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | GLOBAL WARMING                         | MONT BLANC   | BATES PANGULF              | INDRONEEL DHAR                          |
| EGYPT   | GLOBAL WORMING                         | INDYACT  | JWT CAIRO                  | MOHEB MAMIER                            |
| UAE   | BOY                                    | GULF PROMO ACTION DDB / DDB DUBAI                  | GULF PROMOACTION DDB DUBAI | RISHAD LAWYER                           |
| UAE   | GIRL                                   | GULF PROMO ACTION DDB / DDB DUBAI                  | GULF PROMOACTION DDB DUBAI | RISHAD LAWYER                           |
| UAE   | GREEN PEACE BULB                       | GREEN PEACE  | TBWA/RAAD DUBAI            | NIRMAL DIWADKAR                         |
| <b>Leisure (Tourism, Sport, Games)</b>                              |  |  |                            |   |
| PRYS/COUNTRY  | CAMPAGNE/CAMPAIGN                      | ANNONCEUR/CLIENT                                   | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | RED CARPET                             | DUBAI INTERNATIONAL FILM FESTIVAL / DIFF           | IMPACT BBDO DUBAI          | PAUL FAYAD                              |
| UAE   | GREEN LADY                             | DUBAI INTERNATIONAL FILM FESTIVAL / DIFF           | IMPACT BBDO DUBAI          | PAUL FAYAD                              |
| UAE   | T - REX BRIDGE                         | SHARJAH MEGA MALL                                  | OGILVY DUBAI               | SALLY BITAR                             |
| UAE   | T - REX PARK                           | SHARJAH MEGA MALL                                  | OGILVY DUBAI               | SALLY BITAR                             |

| Media                       |   |   |                                |   |
|-----------------------------|---|---|--------------------------------|---|
| PHYS/COUNTRY                | CAMPAGNE/CAMPAIGN                       | ANNONCEUR/CLIENT  | AGENCE/AGENCY                  | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| KSA                         | THE PEN                                 | AL MADINA NEW PAPER   | HORIZON FCB JEDDAH             | ALAIN MOUHAWAJ                          |
| UAE                         | "THE WEST WING" START ME UP             | DUBAI ONE TV  | IMPACT BBDO DUBAI              | JENNIE MORRIS                           |
| UAE                         | INTERNATIONAL FIGHT CLUB - EYE          | MBC GROUP   | OGILVY DUBAI                   | RAMZI MOUTRAN                           |
| UAE                         | INTERNATIONAL FIGHT CLUB - BUTTERFLY    | MBC GROUP   | OGILVY DUBAI                   | RAMZI MOUTRAN                           |
| UAE                         | INTERNATIONAL FIGHT CLUB - NIGHTMARE    | MBC GROUP   | OGILVY DUBAI                   | RAMZI MOUTRAN                           |
| Home, Clothing, Accessories |   |   |                                |   |
| PHYS/COUNTRY                | CAMPAGNE/CAMPAIGN                       | ANNONCEUR/CLIENT  | AGENCE/AGENCY                  | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| EGYPT                       | UNIONAIRE                               | UNIONAIRE & UNIONTECH                                       | STRATEGIES CAIRO               | SAMI SAMOUR                             |
| EGYPT                       | UNIONAIRE * EXPORTS *                   | UNIONAIRE & UNIONTECH                                       | STRATEGIES CAIRO               | SAMI SAMOUR                             |
| UAE                         | MUSIC NOTES                             | MOTOROLA GLOBAL NET   | DDB DUBAI                      | ADHAM OBEID                             |
| OMAN                        | HAIDER STORE                            | FORTUNE PROMOSEVEN  | FORTUNE PROMOSEVEN OMAN        | NOUFAL ALI                              |
| EGYPT                       | THIS VALENTINE'S B. DIFFERENT WITH SONY | B. TECH (OLYMPIC STORES CO. FOR TRADE, DISTRIBUTION S.A.E.) | TBWA/EGYPT                     | ORANJEE                                 |
| Beauty, Toiletries, Health  |   |   |                                |   |
| PHYS/COUNTRY                | CAMPAGNE/CAMPAIGN                       | ANNONCEUR/CLIENT  | AGENCE/AGENCY                  | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE                         | SNOWFALL                                | VLCC INTERNATIONAL  | BATES PANGULF                  | INDRONEEL DHAR                          |
| LEBANON                     | NATURAL BLOND                           | PROCTER & GAMBLE LEVANT                                     | H&C LEO BURNETT BEIRUT         | CELINE KHOURY                           |
| LEBANON                     | NATURAL NIGHT                           | PROCTER & GAMBLE LEVANT                                     | H&C LEO BURNETT BEIRUT         | CELINE KHOURY                           |
| LEBANON                     | NATURAL RED                             | PROCTER & GAMBLE LEVANT                                     | H&C LEO BURNETT BEIRUT         | CELINE KHOURY                           |
| LEBANON                     | BROWN GREY                              | PROCTER & GAMBLE LEVANT                                     | H&C LEO BURNETT BEIRUT         | CELINE KHOURY                           |
| LUXURY GOOD                 |   |   |                                |   |
| PHYS/COUNTRY                | CAMPAGNE/CAMPAIGN                       | ANNONCEUR/CLIENT  | AGENCE/AGENCY                  | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE                         | MAC VS PC 1                             | ARAB BUSINESS MACHINE LTD                                   | INTERMARKETS ADVERTISING DUBAI | LUCILLE KONVIN - KOSSAKOWSKI            |
| UAE                         | MAC VS PC 2                             | ARAB BUSINESS MACHINE LTD                                   | INTERMARKETS ADVERTISING DUBAI | LUCILLE KONVIN - KOSSAKOWSKI            |
| UAE                         | MAC VS PC 3                             | ARAB BUSINESS MACHINE LTD                                   | INTERMARKETS ADVERTISING DUBAI | LUCILLE KONVIN - KOSSAKOWSKI            |
| UAE                         | MAC VS PC 4                             | ARAB BUSINESS MACHINE LTD                                   | INTERMARKETS ADVERTISING DUBAI | LUCILLE KONVIN - KOSSAKOWSKI            |

## FILM CRISTAL

### Food, Beverage

| PHYS/COUNTRY | CAMPAIGNE/CAMPAIGN | ANNONCEUR/CLIENT        | AGENCE/AGENCY     | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION                    | REALISATEUR      |
|--------------|--------------------|-------------------------|-------------------|---|-------------------------------|------------------|
| EGYPT        | PEPSI I            | PEPSI                   | IMPACT BBDO CAIRO | ALI ZEIN                                | ASAP                          | SHERIF ARFA      |
| EGYPT        | PEPSI III          | PEPSI                   | IMPACT BBDO CAIRO | ALI ZEIN                                | ASAP                          | SHERIF ARFA      |
| UAE          | DONT STOP          | MASTERFOODS             | IMPACT BBDO DUBAI | JENNIE MORRIS                           | XRAY AND VALKISER PRODUCTIONS | JOERI HOLSHEIMER |
| UAE          | PRESIDENT          | MASTERFOODS MIDDLE EAST | TBWA/RAAD DUBAI   | MALEK ATASSI                            | BLUE                          | OMAR HILAL       |
| UAE          | LEBANESE WOMEN     | MASTERFOODS MIDDLE EAST | TBWA/RAAD DUBAI   | MALEK ATASSI                            | CITY FILMS                    | MAZEN FAYAD      |

### Automotive, Automotive Products, Cycle

| PHYS/COUNTRY | CAMPAIGNE/CAMPAIGN  | ANNONCEUR/CLIENT                   | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION           | REALISATEUR         |
|--------------|---------------------|------------------------------------|----------------------------|---|----------------------|---------------------|
| TUNISIA      | FORD RANGER: VRRM   | FORD - AIFA FORD                   | MEMAC OGILVY LABEL TUNISIA | NICOLAS COURANT                         | D.PRODS              | DIDIER FONTAN       |
| TUNISIA      | FORD RANGER: ENGINE | FORD - AIFA FORD                   | MEMAC OGILVY LABEL TUNISIA | NICOLAS COURANT                         | D.PRODS              | DIDIER FONTAN       |
| KSA          | YARIS - PARKING     | ABDUL LATIF JAMEEL CO. LTD         | DRIVE COMMUNICATION JEDDAH | SERGE ZAHAR                             | WORKSHOP PRODUCTIONS | JEAN LOUIS COVELERE |
| UAE          | DRIVING BACK HOME   | GENERAL MOTORS CHEVROLET           | LEO BURNETT DUBAI          | MALEK GHORAYEB                          | FILMWORKS            | FREDERICO BRUDGIA   |
| UAE          | THE CALLING         | GENERAL MOTORS CHEVROLET LUMINA SS | LEO BURNETT DUBAI          | MALEK GHORAYEB                          | FILMWORKS            | JAMES BRYCE         |

### Insurance, Banking, Financial Services

| PHYS/COUNTRY | CAMPAIGNE/CAMPAIGN | ANNONCEUR/CLIENT          | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION              | REALISATEUR      |
|--------------|--------------------|---------------------------|----------------------------|---|-------------------------|------------------|
| TUNISIA      | ATTIJARI           | ATTIJARI BANK             | MEMAC OGILVY LABEL TUNISIA | NICOLAS COURANT                         | D.PRODS                 | JEAN MARC GOSSE  |
| MOROCCO      | FIRE OF ICE        | GROUPE BANQUES POPULAIRES | SHEM'S PUBLICITE           | YOUSSEF EL JIRARI                       | VIDEORAMA               | HENRY BARGES     |
| LEBANON      | SUPPORT LEBANON    | FRANSABANK                | IMPACT BBDO BEIRUT         | JOE ABOU KHALED                         | INTAJ                   | ANDRE CHAMMAS    |
| LEBANON      | LOBSTER            | BLOM BANK                 | IMPACT BBDO BEIRUT         | CARLOS AMSEYAN                          | INTAJ                   |                  |
| UAE          | ROBBERY            | AIG INSURANCE             | JWT DUBAI                  | CHAFIC HADDAD                           | INDEPENDENT PRODUCTIONS | TOUFIC TRABOULSI |

### Services (other than financial)

| PHYS/COUNTRY | CAMPAIGNE/CAMPAIGN | ANNONCEUR/CLIENT                                   | AGENCE/AGENCY   | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION          | REALISATEUR     |
|--------------|--------------------|--|-----------------|---|---------------------|-----------------|
| EGYPT        | ALOHAT II          | THE EGYPTIAN COMPANY FOR MOBILE SERVICES - MOBILIL | AMA LEO BURNETT | MOHAMED HAMDALLA                        | THE PRODUCERS       |                 |
| EGYPT        | STAR               | THE EGYPTIAN COMPANY FOR MOBILE SERVICES - MOBILIL | AMA LEO BURNETT | MOHAMED HAMDALLA                        | THE PRODUCERS       |                 |
| EGYPT        | TROY MAINSELL      | THE EGYPTIAN COMPANY FOR MOBILE SERVICES - MOBILIL | AMA LEO BURNETT | MOHAMED HAMDALLA                        | THE PRODUCERS       |                 |
| KSA          | BLOWN AWAY         | ETHAD ETISALAT - MOBILY                            | IMPACT BBDO KSA | PHILIP DER APRAHAMIAN                   | VIP FILMS           | ALAIN SAUMA     |
| UAE          | WOMAN              | MAKTOOB.COM  | TBWA/RAAD DUBAI | SAKIB AFRIDI                            | RAHBANI PRODUCTIONS | DOMENIC STAUARD |

### NGOs, Charities, Aid Organisation

| PHYS/COUNTRY | CAMPAIGNE/CAMPAIGN                             | ANNONCEUR/CLIENT | AGENCE/AGENCY      | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION    | REALISATEUR   |
|--------------|--|------------------|--------------------|---|---------------|---------------|
| MOROCCO      | SAGA * FATNA'S DESTINY * / THE CENSUS          | SEFEPH           | SAGA COMMUNICATION | SERGE BARREAU                           | IMAGE FACTORY | MOHAMED REZKI |
| MOROCCO      | SAGA * FATNA'S DESTINY * / AROUND A CUP OF TEA | SEFEPH           | SAGA COMMUNICATION | SERGE BARREAU                           | IMAGE FACTORY | MOHAMED REZKI |
| MOROCCO      | SAGA * FATNA'S DESTINY / THE NIGHTMARE         | SEFEPH           | SAGA COMMUNICATION | SERGE BARREAU                           | IMAGE FACTORY | MOHAMED REZKI |
| KUWAIT       | SKIN   | PETA             | JWT KUWAIT         | MAZEN FAYAD                             | THE TALKIES   | MAZEN FAYAD   |

### Public Awareness Messages

| PHYS/COUNTRY | CAMPAIGNE/CAMPAIGN    | ANNONCEUR/CLIENT   | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION              | REALISATEUR       |
|--------------|-----------------------|--|----------------------------|---|-------------------------|-------------------|
| UAE          | SMOKING KILLS         | DUBAI MEDIA INCORPORATED   | IMPACT BBDO DUBAI          | KARIM KAZAN                             | FILMWORKS               | RAMI YASIN        |
| UAE          | MURDER IS MURDER      | DUBAI MEDIA INCORPORATED   | IMPACT BBDO DUBAI          | JENNIE MORRIS                           | BLUE                    | RAMI ABDUL JABBAR |
| LEBANON      | LEBANESE ARMY TRIBUTE | LEBANESE ARMY  | H&C LEO BURNETT BEIRUT     | BECHARA MOUZANNAR                       | INDEPENDENT PRODUCTIONS | TOUFIC TRABOULSI  |
| UAE          | BABY                  | CITY OF HOPE - CHARITY ASSOCIATION (caring for women and children) | JWT DUBAI                  | CHAFIC HADDAD                           | RAJTARU                 |                   |
| LEBANON      | COLORS                | DRIVE COMMUNICATION  | DRIVE COMMUNICATION BEIRUT | RAMZI BARAKAT / CHRISTIAN DJERMAKIAN    | HEDGEHOG                | NABIL NASR        |

### Transport

| PHYS/COUNTRY | CAMPAIGNE/CAMPAIGN | ANNONCEUR/CLIENT | AGENCE/AGENCY      | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION         | REALISATEUR  |
|--------------|--------------------|------------------|--------------------|---|--------------------|--------------|
| MOROCCO      | IRON MADE HORSES   | ONCF             | SAGA COMMUNICATION | SERGE BARREAU                           | SIGMA TECHNOLOGIES | NIC MATHIEW  |
| LEBANON      | HIGH               | MEA              | HORIZON FCB BEIRUT | ALAIN HOCHAR                            | LASER FILMS        | HENRI BARGES |

### Tourism, Leisure, Sport

| PHYS/COUNTRY | CAMPAIGNE/CAMPAIGN | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION            | REALISATEUR     |
|--------------|--------------------|-------------------------------|----------------------------|---|-----------------------|-----------------|
| BAHRAIN      | HEART OF THE GULF  | BAHRAIN INTERNATIONAL CIRCUIT | FORTUNE PROMOSEVEN BAHRAIN | DANIELLE EL KHAZEN                      | FILMWORKS DUBAI       | MAURO SALESI    |
| LEBANON      | COME BACK          | MINISTRY OF TOURISM           | IMPACT BBDO BEIRUT         | DANI RICHA                              | SIGNATURE PRODUCTIONS | AMINE DORA      |
| EGYPT        | THE MESSAGE        | TALAAAT MOSTAFA GROUP (TMG)   | STRATEGIES CAIRO           | SAMI SAMOUR                             | PRODUCERS             | EMANUEL CARUIER |

### Retail Stores

| PHYS/COUNTRY                          | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT                   | AGENCE/AGENCY                        | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION                       | REALISATEUR       |
|---------------------------------------|------------------------|------------------------------------|--------------------------------------|---|----------------------------------|-------------------|
| UAE                                   | YOUR BEAUTY VIBES      | FACES                              | EURO RSCG MIDDLE EAST                | KARIM ACHY                              | DOLCEVITA FILMS                  |                   |
| <b>Media</b>                          |                        |                                    |                                      |   |                                  |                   |
| PHYS/COUNTRY                          | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT                   | AGENCE/AGENCY                        | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION                       | REALISATEUR       |
| EGYPT                                 | TUNES BRITNEY          | MELODY                             | AMA LEO BURNETT                      | MOHAMED HAMDALLA                        | THE PRODUCERS                    |                   |
| EGYPT                                 | TUNES SHAKIRA          | MELODY                             | AMA LEO BURNETT                      | MOHAMED HAMDALLA                        | THE PRODUCERS                    |                   |
| EGYPT                                 | TUNES MADONNA          | MELODY                             | AMA LEO BURNETT                      | MOHAMED HAMDALLA                        | THE PRODUCERS                    |                   |
| EGYPT                                 | TUNES PUSSY CAT        | MELODY                             | AMA LEO BURNETT                      | MOHAMED HAMDALLA                        | THE PRODUCERS                    |                   |
| EGYPT                                 | TUNES AKON             | MELODY                             | AMA LEO BURNETT                      | MOHAMED HAMDALLA                        | THE PRODUCERS                    |                   |
| <b>Home</b>                           |                        |                                    |                                      |   |                                  |                   |
| PHYS/COUNTRY                          | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT                   | AGENCE/AGENCY                        | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION                       | REALISATEUR       |
| EGYPT                                 | CARRIER CORPORATE      | MIRACO CARRIER                     | AMA LEO BURNETT                      | MOHAMED HAMDALLA                        | THE PRODUCERS                    | MOHAMED HAMDALLAH |
| KSA                                   | REWIND                 | SIPCHEM                            | IMPACT BBDO JEDDAH                   | DAVID REDMOND                           | BOOM FILM                        | JORGE RUBIA       |
| <b>Beauty, Toiletries, Health</b>     |                        |                                    |                                      |   |                                  |                   |
| PHYS/COUNTRY                          | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT                   | AGENCE/AGENCY                        | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION                       | REALISATEUR       |
| BAHRAIN                               | CARS                   | BOSTON MEDICAL GROUP               | FORTUNE PROMOSEVEN BAHRAIN           | DANIELLE EL KHAZEN                      | CENTRAL FILMS                    |                   |
| BAHRAIN                               | SNAKE                  | BOSTON MEDICAL GROUP               | FORTUNE PROMOSEVEN BAHRAIN           | DANIELLE EL KHAZEN                      | CENTRAL FILMS                    |                   |
| LEBANON                               | MENTHOL                | PROCTER & GAMBLE                   | H&C LEO BURNETT BEIRUT               | BECHARA MOUZANNAR                       | AXIS FILM                        | JOHN BONITO       |
| EGYPT                                 | SHORT ARMS             | PYRAMIDS COSMETICS                 | STRATEGIES CAIRO                     | MOHAMED KALAWI                          | FORMULA 1                        | MOHAMED KALAWY    |
| UAE                                   | TOUCH                  | WELCARE HOSPITAL L.L.C.            | INTERMARKETS ADVERTISING L.L.C DUBAI | VIVENDRA DESHMUKH                       | SIGNATURE PRODUCTIONS            | HENRY RAZIL       |
| <b>Toys, Games, Children Products</b> |                        |                                    |                                      |   |                                  |                   |
| PHYS/COUNTRY                          | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT                   | AGENCE/AGENCY                        | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION                       | REALISATEUR       |
| KUWAIT                                | FACE LIFTING           | BAROUE                             | MEMAC OGILVY KUWAIT                  | ELI BOUCHAAYA                           | LASER FILMS / JEAN PIERRE SIKIAS | HENRI BARGES      |
| <b>Soundtrack</b>                     |                        |                                    |                                      |   |                                  |                   |
| PHYS/COUNTRY                          | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT                   | AGENCE/AGENCY                        | DIRECTEUR DE CREATION/CREATIVE DIRECTOR | PRODUCTION                       | REALISATEUR       |
| KUWAIT                                | MTC ATHEER " MAWTINI " | MTC ATHEER                         | JWT KUWAIT                           | MAZEN FAYAD                             | THE TALKIES                      | FLORENT SIRI      |
| UAE                                   | DRIVING BACK HOME      | GENERAL MOTORS CHEVROLET           | LEO BURNETT DUBAI                    | MALEK GHORAYEB                          | FILMWORKS                        | FREDERICO BRUDGIA |
| UAE                                   | WING SUITE             | GENERAL MOTORS CHEVROLET TAHOE     | LEO BURNETT DUBAI                    | MALEK GHORAYEB                          | FILMWORKS                        | JAMES BRYCE       |
| UAE                                   | THE CALLING            | GENERAL MOTORS CHEVROLET LUMINA SS | LEO BURNETT DUBAI                    | MALEK GHORAYEB                          | FILMWORKS                        | JAMES BRYCE       |
| UAE                                   | WAITING                | IDU                                | LEO BURNETT DUBAI                    | MALEK GHORAYEB                          | FILMWORKS                        |                   |

## INTEGRATED CRISTAL

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN          | ANNONCEUR/CLIENT      | AGENCE/AGENCY     |
|--------------|----------------------------|-----------------------|-------------------|
| LEBANON      | LEBANESE ARMY TRIBUTE      | LEBANESE ARMY         | H&C LEO BURNETT   |
| LEBANON      | HEAD & SHOULDERS "MENTHOL" | PROCTER & GAMBLE      | H&C LEO BURNETT   |
| UAE          | SEA OF STARS               | PEPSICO INTERNATIONAL | IMPACT BBDO DUBAI |
| UAE          | THEY'LL FINISH IT ALL!     | AUJAN INDUSTRIES CO   | JWT DUBAI         |
| LEBANON      | SMART LAUNCH               | T GARGOUR & FILS      | JWT BEIRUT        |

## MAGAZINE CRISTAL

### Food, Drinks

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN | ANNONCEUR/CLIENT                     | AGENCE/AGENCY      | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------|--------------------------------------|--------------------|---|
| KSA          | SMOKE DETECTOR    | GODDY HOT SAUCE                      | IMPACT BBDO JEDDAH | AHMED BECK                              |
| UAE          | ROOSTER CROWN     | NANDO'S PERI PERI RESTAURANT         | PERCEPT GULF FZ    | PRASHANT SANKHE                         |
| UAE          | LION FRIDGE       | NESTLE / LION BAR                    | JWT DUBAI          | CHAFIC HADDAD                           |
| UAE          | MOUSETRAP         | KRAFT FOODS MIDDLE EAST & AFRICA LTD | JWT DUBAI          | CHAFIC HADDAD                           |
| UAE          | PRAM KITKAT       | NESTLE                               | JWT DUBAI          | CHAFIC HADDAD                           |

### Automobile, Motorcycles, Transport

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN     | ANNONCEUR/CLIENT      | AGENCE/AGENCY      | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-----------------------|-----------------------|--------------------|---|
| KSA          | MOUSE                 | ROADGUIDER TYRES      | IMPACT BBDO JEDDAH | AHMED BECK                              |
| UAE          | ALLIGATOR             | GENERAL MOTORS HUMMER | LEO BURNETT DUBAI  | MALEK GHORAYEB                          |
| UAE          | MERCEDES / LION / G55 | DAIMLER MIDDLE EAST   | JWT DUBAI          | CHAFIC HADDAD                           |
| UAE          | SKELETON              | GARGASH ENTERPRISES   | JWT DUBAI          | CHAFIC HADDAD                           |
| JORDAN       | THE NATURAL FEEL      | ALMARKAZIA            | IDEA JWT           | KRIX                                    |

### Insurance, Banking, Financial Services

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN          | ANNONCEUR/CLIENT  | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|----------------------------|-------------------|------------------------|---|
| BAHRAIN      | HOUSE PURCHASE MADE SIMPLE | SAKANA            | GULF SAATCHI & SAATCHI | DAVID JEFFERY                           |
| UAE          | ELEPHANT                   | BARCLAYS BANK PLC | IMPACT BBDO DUBAI      | JENNIE MORRIS                           |
| UAE          | GIRAFFEE                   | BARCLAYS BANK PLC | IMPACT BBDO DUBAI      | JENNIE MORRIS                           |
| UAE          | KANGAROO                   | BARCLAYS BANK PLC | IMPACT BBDO DUBAI      | JENNIE MORRIS                           |
| UAE          | LANDSCAPE BOTTLES          | LANDSCAPE BOTTLES | LEO BURNETT KUWAIT     | MALEK GHORAYEB                          |

### Services (other than financial)

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN | ANNONCEUR/CLIENT    | AGENCE/AGENCY             | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------|---------------------|---------------------------|---|
| KUWAIT       | AMAZING 9         | MEMAC OGILVY KUWAIT | MEMAC OGILVY KUWAIT       | ELI BOUCHAAYA                           |
| UAE          | PEACE             | ADVANCED AGRO       | JWT DUBAI                 | CHAFIC HADDAD                           |
| UAE          | JUSTICE           | ADVANCED AGRO       | JWT DUBAI                 | CHAFIC HADDAD                           |
| UAE          | VENI VEDI         | EMIRATES AIRLINES   | LEO BURNETT DUBAI         | MALEK GHORAYEB                          |
| BAHRAIN      | DHL RUGBY AD      | DHL EXPRESS UAE     | MEMAC OGILVY & MATHER WTT | TONY PECK                               |

### NGO, Charity, Humanitarian and Collective Interest Campaigns

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN                        | ANNONCEUR/CLIENT            | AGENCE/AGENCY                    | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|--|-----------------------------|----------------------------------|---|
| KUWAIT       | FANAR - BREAST CANCER                    | TAMDEEN REAL ESTATE COMPANY | PARAGON MARKETING COMMUNICATIONS | KONSTANTIN ASSENOV                      |
| KUWAIT       | CONDOM DRIVE                             | MEMAC & ARAB AD             | MEMAC OGILVY KUWAIT              | ELI BOUCHAAYA                           |
| UAE          | MURDER IS MURDER / SAFE DRIVING CAMPAIGN | DUBAI ONE TV                | IMPACT BBDO DUBAI                | JENNIE MORRIS                           |
| UAE          | COFFIN SPEED                             | V-KOLL EMIRATES             | PRAXIS ADVERTISING               | JOSEY GEORGE                            |
| JORDAN       | SUPPORT LEBANON                          | JORDAN RIVER FOUNDATION     | IDEA JWT                         | KRIX                                    |

### Leisure (Tourism, Sport, Games)

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT                         | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|------------------------|--|----------------------------|---|
| TUNISIA      | LESSONS                | ILYES JARIANS / CONSERVATOIRE DE MUSIQUE | MEMAC OGILVY LABEL TUNISIA | NICOLAS COURANT                         |
| UAE          | TAJ                    | INDIA TOURISM                            | DDB DUBAI                  | ADAM OBEID                              |
| UAE          | HORROR & SUSPENCE BOOK | BOOKSPUS LLC                             | PERCEPT GULF FZ            | PRASHANT SANKHE                         |
| KSA          | DANCING ACADEMY        | LE BALLET ROYAL                          | IMPACT BBDO JEDDAH         | AHMED BECK                              |
| UAE          | RED CARPET             | DUBAI INTERNATIONAL FILM FESTIVAL / DIFF | IMPACT BBDO DUBAI          | PAUL FAYAD                              |

### Media

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN    | ANNONCEUR/CLIENT | AGENCE/AGENCY             | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|----------------------|------------------|---------------------------|---|
| EGYPT        | TUNES WALL           | MELODY           | AMA LEO BURNETT           | MOHAMED HAMDALLAH                       |
| BAHRAIN      | DHL MATCH BOX        | DHL EXPRESS UAE  | MEMAC OGILVY & MATHER WTT | TONY PECK                               |
| UAE          | FEEL IT / BULLET     | MBC GROUP        | OGILVY DUBAI              | MONER BARAKAT                           |
| UAE          | FEEL IT / WATER      | MBC GROUP        | OGILVY DUBAI              | MONER BARAKAT                           |
| UAE          | FEEL IT / HELICOPTER | MBC GROUP        | OGILVY DUBAI              | MONER BARAKAT                           |

### Home, Clothing, Accessories

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN | ANNONCEUR/CLIENT      | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------|-----------------------|----------------------------|---|
| TUNISIA      | REYNOLDS          | REYNOLDS              | JWT TUNISIA                | GEORGES YAMINE                          |
| KSA          | PROTECTION        | SAMSONITE             | IMPACT BBDO JEDDAH         | AHMED BECK                              |
| LEBANON      | CANON TIDE        | CANON PRINTERS DUBAI  | DRIVE COMMUNICATION BEIRUT | CHRISTIAN DJERMAKIAN                    |
| UAE          | KITCHEN           | BOECKER PUBLIC HEALTH | JWT DUBAI                  | CHAFIC HADDAD                           |
| UAE          | TV ROOM           | BOECKER PUBLIC HEALTH | JWT DUBAI                  | CHAFIC HADDAD                           |

### Beauty, Toiletries, Health

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN | ANNONCEUR/CLIENT                    | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------|-------------------------------------|----------------------------|---|
| KUWAIT       | SPIDERMAN VS HULK | TAIBA HOSPITAL                      | JWT KUWAIT                 | MAZEN FAYAD                             |
| TUNISIA      | BUFALO BUFFLE     | BUFFALO / IMPORTATEUR OFFICIEL STIC | MEMAC OGILVY LABEL TUNISIA | NICOLAS COURANT                         |
| UAE          | BLOWING BUBBLES   | UNILEVER                            | LOWE MENA                  | DOMINIC STALLARD                        |
| UAE          | SHOW'ER           | UNILEVER                            | LOWE MENA                  | DOMINIC STALLARD                        |
| UAE          | ASSASSIN          | GILLETTE                            | LEO BURNETT DUBAI          | MALEK GHORAYEB                          |

### Luxury Good

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN       | ANNONCEUR/CLIENT              | AGENCE/AGENCY            | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------------|-------------------------------|--------------------------|---|
| UAE          | KITE                    | ZIPPO                         | FORTUNE PROMOSEVEN DUBAI | MARC LINEVELDT                          |
| UAE          | UMBRELLA                | ZIPPO                         | FORTUNE PROMOSEVEN DUBAI | MARC LINEVELDT                          |
| UAE          | WIND SURFER             | ZIPPO                         | FORTUNE PROMOSEVEN DUBAI | MARC LINEVELDT                          |
| UAE          | ASTRI SPOTTED           | DTC (DIAMOND TRADING COMPANY) | JWT DUBAI                | CHAFIC HADDAD                           |
| UAE          | ASTRI SHINNING DIAMONDS | DTC (DIAMOND TRADING COMPANY) | JWT DUBAI                | CHAFIC HADDAD                           |

## MARKETING SERVICES CRISTAL

### MAILING

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN                 | ANNONCEUR/CLIENT      | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-----------------------------------|-----------------------|------------------------|---|
| UAE          | THE ICE BREAKER                   | EMAAR PROPERTIES      | WUNDERMAN DUBAI        | KERRY PLATTS                            |
| UAE          | SIZE WISE                         | MICROSOFT GULF FZ LLC | WUNDERMAN DUBAI        | KERRY PLATTS                            |
| UAE          | SKYWARDS GOLD ELITE COMMUNICATION | SKYWARDS              | IMPACT PROXIMITY DUBAI | SEBASTIAN PUHZE                         |
| UAE          | TEARS IN LEBANON                  | TRILLION FOR LEBANON  | TBWA/RAAD DUBAI        | SAKIB AFRIDI                            |

### STREET MARKETING

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN  | ANNONCEUR/CLIENT | AGENCE/AGENCY      | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|--------------------|------------------|--------------------|---|
| UAE          | OPEN YOUR EYES     | BURJMAN          | WUNDERMAN DUBAI    | KERRY PLATTS                            |
| MOROCCO      | NOKIA N73 ELEVATOR | NOKIA            | GREY WORLDWIDE NWA | ABDESSALAM SLAOUI                       |

### PROMOTIONS

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN  | ANNONCEUR/CLIENT        | AGENCE/AGENCY     | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|--------------------|-------------------------|-------------------|---|
| UAE          | SEA OF STARS VIRAL | PEPSICO INTERNATIONAL   | IMPACT BBDO DUBAI | SEBASTIAN PUHZE                         |
| UAE          | QUICK ACCOUNT      | STANDARD CHARTERED BANK | TBWA/RAAD DUBAI   | FOUAD ABDEL MALAK                       |

### RESPONSE PUBLICITY

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN             | ANNONCEUR/CLIENT | AGENCE/AGENCY | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------------------|------------------|---------------|---|
| LEBANON      | HSBC - USED CARLOAN           | HSBC             | JWT BEIRUT    |   |
| LEBANON      | HSBC - CEILING                | HSBC             | JWT BEIRUT    |   |
| UAE          | VIMTO - THEY'LL FINISH IT ALL | ANJAR INDUSTRIES | JWT DUBAI     | RANI EL CHAHIB                          |

### CAT INTEGRATED

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN                 | ANNONCEUR/CLIENT               | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-----------------------------------|--------------------------------|------------------------|---|
| UAE          | SEA OF STARS VIRAL                | PEPSICO INTERNATIONAL          | IMPACT BBDO DUBAI      | SEBASTIAN PUHZE                         |
| UAE          | VIMTO - THEY'LL FINISH IT ALL     | ANJAR INDUSTRIES               | JWT DUBAI              | RANI EL CHAHIB                          |
| UAE          | SKYWARDS GOLD ELITE COMMUNICATION | SKYWARDS                       | IMPACT PROXIMITY DUBAI | SEBASTIAN PUHZE                         |
| EGYPT        | LUX BALLOON                       | UNILEVER MASHREQ FOR HOME CARE | JWT CAIRO              | FADY CHAMAA                             |

## MEDIA CRISTAL

### Food / Drink / Mass consumption products

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN         | ANNONCEUR/CLIENT   | AGENCE/AGENCY           |
|--------------|---------------------------|--------------------|-------------------------|
| UAE          | TANG "QUIZ THE WHIZ" SHOW | KRAFT FOODS - TANG | STARCOM MEDIAVEST GROUP |
| UAE          | COFFEE MATE               | NESTLE MIDDLE EAST | MEDIAINSIGHT UAE        |

### Automotive / Automotive Products

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT                     | AGENCE/AGENCY               |
|--------------|------------------------|--------------------------------------|-----------------------------|
| UAE          | DODGE CALIBER          | CHRYSLER, JEEP AND DODGE MIDDLE EAST | PHD UAE                     |
| UAE          | CHEVROLET CRICKET SHOW | GENERAL MOTORS - CHEVROLET           | STARCOM MEDIAVEST GROUP UAE |

### Banking / Credit Institution / Insurance

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN           | ANNONCEUR/CLIENT        | AGENCE/AGENCY |
|--------------|-----------------------------|-------------------------|---------------|
| UAE          | 7 DAY'S WEARS BARCLAYS BLUE | BARCLAYS BANK PLC (UAE) | OMD UAE       |

### Services (other than financial)

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN      | ANNONCEUR/CLIENT  | AGENCE/AGENCY     |
|--------------|------------------------|---|-------------------|
| UAE          | LIVE DU COUNTER        | "DU" EMIRATES INTEGRATED TELECOMMUNICATIONS COMPANY, PJSC | OMD UAE           |
| EGYPT        | TRUCK TALK             | VODAFONE EGYPT  | JWT EGYPT         |
| LEBANON      | RUN FOR YOUR PERI-PERI | NANDO'S   | MINDSHARE LEBANON |

### Transport/Tourism

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN    | ANNONCEUR/CLIENT        | AGENCE/AGENCY |
|--------------|----------------------|-------------------------|---------------|
| UAE          | MOBILE EVENTS PORTAL | DUBAI SHOPPING FESTIVAL | OMD UAE       |

### Young people

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN     | ANNONCEUR/CLIENT | AGENCE/AGENCY |
|--------------|-----------------------|------------------|---------------|
| UAE          | CHESTER THE PRESENTER | FRITO LAY KSA    | OMD UAE       |

### Women

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN    | ANNONCEUR/CLIENT | AGENCE/AGENCY |
|--------------|----------------------|------------------|---------------|
| UAE          | THE PERFECT MARRIAGE | KELLOG'S         | OMD UAE       |

### Product Launch Campaign

| PHYS/COUNTRY | CAMPAGNE/CAMPAIGN              | ANNONCEUR/CLIENT       | AGENCE/AGENCY    |
|--------------|--------------------------------|------------------------|------------------|
| UAE          | GLOWING MASKS                  | EMIRATES AIRLINE (UAE) | OMD UAE          |
| UAE          | MTC - VODAFONE - E GO CAMPAIGN | ZBIN                   | MINDSHARE KUWAIT |

## OUTDOOR CRISTAL

### Food, Beverage

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN | ANNONCEUR/CLIENT     | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------|----------------------|------------------------|---|
| EGYPT        | LIPTON GREEN TEA  | UNIVELER MASHREK TEA | JWT CAIRO              | FADY CHAMAA                             |
| LEBANON      | STOP-PLAY OUTDOOR | DIAGEO               | H&C LEO BURNETT BEIRUT | MONIQUE CHEHAB                          |
| UAE          | PRAM KIT KAT      | NESTLE               | JWT DUBAI              | CHAFIC HADDAD                           |
| UAE          | DOMINO'S 'OVEN'   | DOMINO'S             | JWT DUBAI              | CHAFIC HADDAD                           |
| UAE          | AROMA CUP         | KRAFT (JACOBS)       | JWT DUBAI              | CHAFIC HADDAD                           |

### Automotive / Automotive Products

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN | ANNONCEUR/CLIENT      | AGENCE/AGENCY       | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------|-----------------------|---------------------|---|
| KSA          | I.Q               | ZAHID TRACTOR - VOLVO | MEMAC OGILVY JEDDAH | BAKER SARTAWI                           |
| UAE          | MOUSE             | ROAD GUIDE TYPE .COM  | JWT DUBAI           | CHAFIC HADDAD                           |
| LEBANON      | MOUNTAIN          | MERCEDES BENZ BLDG    | IMPACT BBDO BEIRUT  | FADI MROUE                              |
| LEBANON      | POTHLES           | MERCEDES BENZ BLDG    | IMPACT BBDO BEIRUT  | FADI MROUE                              |
| LEBANON      | UPHILL            | MERCEDES BENZ BLDG    | IMPACT BBDO BEIRUT  | FADI MROUE                              |

### Insurance, Banking, Financial Services

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN   | ANNONCEUR/CLIENT  | AGENCE/AGENCY      | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|---|-------------------|--------------------|---|
| MOROCCO      | FIGHTERS CHOICE   | CADBURY MOROCCO   | JWT CASABLANCA     | NICOLAS GEACHAN                         |
| KUWAIT       | RED. LIBERATION TOWER   | GULF BANK         | IMPACT BBDO KUWAIT | VIRAJ PONKSHE                           |
| KUWAIT       | X-RAY - NBK   | NBK               | JWT KUWAIT         | MAZEN FAYAD                             |
| UAE          | FAST REMITTANCE SERVICE   | UNITED BANK LTD   | PERCEPT GULF FZ    | PRASHANT SANKHE                         |
| UAE          | BARCLAYS PERSONAL INSTALLMENT LOANS LAUNCH/ ANIMAL CAMPAIGN/ TURTLE | BARCLAYS BANK PLC | IMPACT BBDO DUBAI  | KARIM KAZAN                             |

### Services (other than financial)

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN | ANNONCEUR/CLIENT   | AGENCE/AGENCY             | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------|--------------------|---------------------------|---|
| UAE          | LOST DOG          | EXPATPETFINDER.COM | OGILVY DUBAI              | REJNE RITTEL / JAMES PURDIE             |
| UAE          | JUSTICE           | ADVANCED AGRO      | JWT DUBAI                 | CHAFIC HADDAD                           |
| UAE          | FREEDOM           | ADVANCED AGRO      | JWT DUBAI                 | CHAFIC HADDAD                           |
| UAE          | STIRRER           | SAFERDRIVER        | JWT DUBAI                 | CHAFIC HADDAD                           |
| UAE          | STAPLER           | CANON MIDDLE EAST  | DRIVE COMMUNICATION DUBAI | GAEL CHEVOLLEAU                         |

### NGOs, Charities, Aid Organisation

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN       | ANNONCEUR/CLIENT    | AGENCE/AGENCY       | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|-------------------------|---------------------|---------------------|---|
| KUWAIT       | ANTI SMOKING-DON'T KILL | ALGHANIM INDUSTRIES | IMPACT BBDO KUWAIT  | VIRAJ PONKSHE                           |
| KUWAIT       | ANTI SMOKING-DEAD BOY   | ALGHANIM INDUSTRIES | IMPACT BBDO KUWAIT  | VIRAJ PONKSHE                           |
| LEBANON      | GLOBAL WORKING          | INDYACT             | JWT CAIRO           | FADY CHAMAA                             |
| LEBANON      | CARITAS A1              | CARITAS             | MEMAC OGILVY BEIRUT | NAJI BOULOS                             |
| LEBANON      | CARITAS A2              | CARITAS             | MEMAC OGILVY BEIRUT | NAJI BOULOS                             |

### Tourism, Leisure, Sport

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN   | ANNONCEUR/CLIENT                                | AGENCE/AGENCY            | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|---------------------|---|--------------------------|---|
| UAE          | MUSIC TO YOUR MOUTH | YUM RESTAURANTS INTERNATIONAL / BRAND PIZZA HUT | IMPACT BBDO DUBAI        | KARIM KAZAN                             |
| UAE          | PRINCE ACE          | EMIRATES SPORTS STORES                          | FORTUNE PROMOSEVEN DUBAI | MARC LINEVELDT                          |
| UAE          | NO ENTRY            | WILD WADI WATER PARK DUBAI                      | OGILVY DUBAI             | PADDY MACLACHLAN                        |
| UAE          | CAUTION - DRY FLOOR | WILD WADI WATER PARK DUBAI                      | OGILVY DUBAI             | PADDY MACLACHLAN                        |
| UAE          | GUINNESS WEEK       | OLD VIC / RAMADA                                | JWT DUBAI                | CHAFIC HADDAD                           |

### Media

| PRYS/COUNTRY | CAMPAGNE/CAMPAIGN                | ANNONCEUR/CLIENT | AGENCE/AGENCY               | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
|--------------|----------------------------------|------------------|-----------------------------|---|
| UAE          | SILENCE OF THE LAMBS START ME UP | DUBAI ONE TV     | IMPACT BBDO DUBAI           | JENNIE MORRIS                           |
| UAE          | FEEL IT - WATER                  | MBC GROUP        | OGILVY DUBAI                | MONEER BARAKAT                          |
| UAE          | FEEL IT - BULLLET                | MBC GROUP        | OGILVY DUBAI                | MONEER BARAKAT                          |
| UAE          | FEEL IT - HELICOPTER             | MBC GROUP        | OGILVY DUBAI                | MONEER BARAKAT                          |
| KUWAIT       | JA DEMONSTRATION                 | AL JARIDA        | TEAM YOUNG & RUBICAM KUWAIT | WAKIM ZEIDAN                            |

| Home                       |                         |                         |                        |   |
|----------------------------|-------------------------|-------------------------|------------------------|---|
| PHYS/COUNTRY               | CAMPAGNE/CAMPAIGN       | ANNONCEUR/CLIENT        | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| LEBANON                    | EXOTICA "EYE LASHES"    | EXOTICA                 | H&C LEO BURNETT BEIRUT | BECHARA MOUZANNAR                       |
| UAE                        | PROTECTION              | SAMSONITE               | IMPACT BBDO JEDDAH     | AHMAD BECK                              |
| UAE                        | COUCOU CLOCK            | DYRUP WOOD VARMISH      | IMPACT BBDO JEDDAH     | AHMAD BECK                              |
| UAE                        | TV ROOM                 | BOECKER PUBLIC HEALTH   | JWT DUBAI              | CHAFIC HADDAD                           |
| UAE                        | KITCHEN                 | BOECKER PUBLIC HEALTH   | JWT DUBAI              | CHAFIC HADDAD                           |
| Beauty, Toiletries, Health |                         |                         |                        |   |
| PHYS/COUNTRY               | CAMPAGNE/CAMPAIGN       | ANNONCEUR/CLIENT        | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE                        | BLOWING BUBBLES         | UNILEVER                | LOWE MENA              | DOMINIC STALLARD / CLINTON MANSON       |
| UAE                        | SHOWER                  | UNILEVER                | LOWE MENA              | DOMINIC STALLARD / CLINTON MANSON       |
| UAE                        | AXE TOWELS              | UNILEVER                | LOWE MENA              | DOMINIC STALLARD / CLINTON MANSON       |
| UAE                        | MILKSHAKE               | UNILEVER                | LOWE MENA              | DOMINIC STALLARD / CLINTON MANSON       |
| LEBANON                    | KOLESTON "NATURALS"     | PROCTER & GAMBLE LEVANT | H&C LEO BURNETT BEIRUT | CELINE KHOURY                           |
| Ambient                    |                         |                         |                        |   |
| PHYS/COUNTRY               | CAMPAGNE/CAMPAIGN       | ANNONCEUR/CLIENT        | AGENCE/AGENCY          | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| LEBANON                    | SPECIAL K "SHOP WINDOW" | EST. MASSOUD            | H&C LEO BURNETT BEIRUT | BECHARA MOUZANNAR                       |
| UAE                        | SHADE                   | VLCC INTERNATIONAL      | BATES PANGULF          | INDRONEEL DHAR                          |
| UAE                        | 5G COVER                | OASIS                   | LEO BURNETT DUBAI      | MALEK GHORAYEB                          |
| UAE                        | BUILDING                | GENERAL MOTORS HUMMER   | LEO BURNETT DUBAI      | MALEK GHORAYEB                          |
| UAE                        | DETTOL PAD              | RECKITT BENCKISER       | JWT DUBAI              | CHAFIC HADDAD                           |

## RADIO CRISTAL

| Food, Drinks                                |                              |                               |                            |   |
|---|------------------------------|-------------------------------|----------------------------|---|
| PHYS/COUNTRY                                | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| LEBANON                                     | SNICKERZEWISM 2              | MASTERFOODS (SNICKERS)        | IMPACT BBDO BEIRUT         | CARLOS AMZEYAN                          |
| LEBANON                                     | SNICKERZEWISM 3              | MASTERFOODS (SNICKERS)        | IMPACT BBDO BEIRUT         | CARLOS AMZEYAN                          |
| EGYPT                                       | FINAL MODO                   | PEPSICO                       | IMPACT BBDO CAIRO          | HOUSSAM MOURO                           |
| Automobile, Motorcycles, Transport          |                              |                               |                            |   |
| PHYS/COUNTRY                                | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| JORDAN                                      | BORED                        | JAZEERA AIRWAYS               | PUBLICIS GRAPHICS JORDAN   | AMRE HUSSEINI                           |
| JORDAN                                      | CYPRUS AIRPORT               | JAZEERA AIRWAYS               | PUBLICIS GRAPHICS JORDAN   | AMRE HUSSEINI                           |
| JORDAN                                      | CYPRUS COMPUTER              | JAZEERA AIRWAYS               | PUBLICIS GRAPHICS JORDAN   | AMRE HUSSEINI                           |
| Insurance, Banking, Financial Services      |                              |                               |                            |   |
| PHYS/COUNTRY                                | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | OPERA                        | BARCLAYS BANK PLC             | IMPACT BBDO ABU DHABI      | PETER VEGAS                             |
| UAE   | GALAPAGOS                    | BARCLAYS BANK PLC             | IMPACT BBDO DUBAI          | JENNIE MORRIS                           |
| Services (other than financial)             |                              |                               |                            |   |
| PHYS/COUNTRY                                | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | I FORGOT                     | ETISALAT                      | IMPACT BBDO ABU DHABI      | PETER VEGAS                             |
| EGYPT                                       | SHOWER                       | VODAFONE                      | JWT CAIRO                  | FADI CHAMAA                             |
| BAHRAIN                                     | PREPAID CALLING CARD SERVICE | BATELCO                       | FORTUNE PROMOSEVEN BAHRAIN | DANIELLE EL KHAZEN                      |
| NGO, Charity, Collective Interest Campaigns |                              |                               |                            |   |
| PHYS/COUNTRY                                | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | DAC ALPHABETS                | DUBAI AUTISM CENTRE           | JWT DUBAI                  | CHAFIC HADDAD                           |
| Leisure (Tourism, Sport, Games)             |                              |                               |                            |   |
| PHYS/COUNTRY                                | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| UAE   | GLOSSARY                     | EMIRATES HOLIDAYS             | IMPACT BBDO DUBAI          | JENNIE MORRIS                           |
| BAHRAIN                                     | DRAG                         | BAHRAIN INTERNATIONAL CIRCUIT | FORTUNE PROMOSEVEN BAHRAIN | DANIELLE EL KHAZEN                      |
| Media                                       |                              |                               |                            |   |
| PHYS/COUNTRY                                | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| EGYPT                                       | BOOTILICIOUS                 | MELODY                        | AMA LEO BURNETT            | MOHAMED HAMDALLAH                       |
| EGYPT                                       | TUNES PIMP                   | MELODY                        | AMA LEO BURNETT            | MOHAMED HAMDALLAH                       |
| EGYPT                                       | TUNES IN THE HOOD            | MELODY                        | AMA LEO BURNETT            | MOHAMED HAMDALLAH                       |
| Beauty, Hygiene, Health                     |                              |                               |                            |   |
| PHYS/COUNTRY                                | CAMPAGNE/CAMPAIGN            | ANNONCEUR/CLIENT              | AGENCE/AGENCY              | DIRECTEUR DE CREATION/CREATIVE DIRECTOR |
| LEBANON                                     | TIDE GHOST                   | PROCTER & GAMBLE              | H&C LEO BURNETT BEIRUT     | BECHARA MOUZANNAR                       |
| LEBANON                                     | TIDE MILKING                 | PROCTER & GAMBLE              | H&C LEO BURNETT BEIRUT     | BECHARA MOUZANNAR                       |
| LEBANON                                     | TIDE BREAKING WAVE           | PROCTER & GAMBLE              | H&C LEO BURNETT BEIRUT     | BECHARA MOUZANNAR                       |