Media Cristal – Short List

A1 category : consumer products

Title	Client	Agency	Country	Creative director/Account director
The Flag Tour	Coca-Cola Egypt	Starcom MediaVest Group	UAE	Karine Barakat
Right Place Right Time	Wrigley Middle East FZCO	OMD Middle-East	UAE	Christian Fedorczuk
Smoking Prohibited, Chewing Encouraged	Wrigley Middle East FZCO	OMD Middle-East	UAE	Christian Fedorczuk
Taking X Games to the Xtreme	PepsiCo	OMD Middle-East	UAE	Dani Afiouni
Roadster Diner	Roadster Diner	Initiative Lebanon	Lebanon	Lina Ali Ahmad

A2 category: automobile industry

Title	Client	Agency	Country	Creative director/Account director
A Little help from Indiana Jones'	General Motors Middle East Operations	Starcom MediaVest Group	UAE	Vinod Kumar
Live the DVD Experience	Nissan Middle East FZE	OMD Middle-East	UAE	Marwan Kaddoura
Animal Sightings	Nissan Middle East	OMD Digital	UAE	Sagar Shetty

A3 category: Banking/Insurance

Title	Client	Agency	Country	Creative director/Account director
Wallet Diet	Barclays Personal Loans	OMD Middle East	UAE	Karan Kukreja
HSBC PREMIER	HSBC	Mindshare Dubaï	UAE	
HSBC Save Energy	HSBC Beirut	JWT Beirut	Lebanon	

A4 category: Services (non financial)

Title	Client	Agency	Country	Creative director/Account director
Crash Mobile	Wataniya Telecom	IMPACT BBDO GROUP	Kuwait	Viraj Ponkshe / Mukesh Makhijani / Suresh Naidu
Multimedia Hoarding	Emirates Integrated Telecom Company - du	OMD Middle-East	UAE	Mark Soufiar – Associate Director
We've covered it	Mobily	OMD Middle-East	UAE	Jean Jabbour

A5 category: public interest/charity

Title	Client	Agency	Country	Creative director/Account director
Crash Mobile	Wataniya Telecom	IMPACT BBDO GROUP	Kuwait	Viraj Ponkshe / Mukesh Makhijani / Suresh Naidu
Hepatitis Box	Hep.Attitude Positive	JWT Beirut	Lebanon	
ASTI - Acid Attack	Acid Survivors Trust International (ASTI)	JWT Dubaï	UAE	Chafic Haddad

A6 category: Media/Culture/Leisure

Title	Client	Agency	Country	Creative director/Account director
A Female's Touch	DMI - Dubai One	OMD Middle-East	UAE	Rida Khodr
A Musical Experience	DMI - Dubai TV	OMD Middle-East	UAE	Rida Khodr

A7 category: Transports & Tourism

Title	Client	Agency	Country	Creative director/Account director
Dubai Summer Surprises	DSFO	OMD Middle East	UAE	Rida Khodr

A8 category: Health & Beauty products

Title	Client	Agency	Country	Creative director/Account director
Pert Plus "Friz Control" (Dinner)	PROCTER & GAMBLE	Leo Burnett Beirut	Lebanon	Bechara Mouzannar - Ghiday Younes
Pert Plus "Friz Control"(Quiz)	PROCTER & GAMBLE	Leo Burnett Beirut	Lebanon	Bechara Mouzannar - Ghiday Younes
Sunsilk Day	Unilever Algeria	Magna Global Algiers	Algeria	Khalil BENBARKAT

B2 category: target (men)

Title	Client	Agency	Country	Creative director/Account director
KFC Euro 2008	Kuwait Food Company (Americana)	Initiative	UAE	Huda Ahmed
A Little Help From Indiana Jones'	General Motors Middle East Operations	Starcom MediaVest Group	UAE	Vinod Kumar
Shock & Awe	Infiniti Middle East	OMD Digital	UAE	Sagar Shetty

B3 category: target (women)

Title	Client	Agency	Country	Creative director/Account director
Drop a Jeans Size in 2 Weeks	Kellogg's Middle East	OMD Middle-East	UAE	Christian Fedorczuk
ROWENTA	ROWENTA	Mindshare Dubaï	UAE	

C1: Launch Product

Title	Client	Agency	Country	Creative director/Account director
Gemstone	Aman Khan	Universal Media	UAE	
A Little help from Indiana Jones'	General Motors Middle East Operations	Starcom MediaVest Group	UAE	Vinod Kumar
Instant Mobility	Mobily	OMD Middle-East	UAE	Jean Jabbour