



## MAGHREB REGIONAL AWARD

Category	Sub-categories	Entry Title	Client	Advertising Agency	City	Country	Award
Press	A1. Food / Drink	Raibi Placebo	Centrale Danone	Shem's Publicité	Casablanca	Morocco	SL
Press	A3. Insurance / Banking / Financial service	BBOA	BMCE BANK	MOSAIK	Casablanca	Morocco	SL
Press	A9. Home	El Kef Flics	Lesieur Cristal	Shem's Publicité	Casablanca	Morocco	SILVER
Category	Sub-categories	Entry Title	Client	Advertising Agency	City	Country	Award
Outdoor	A4. Telecommunication	Online Paiement	INWI	Shem's Publicité	Casablanca	Morocco	SL
Outdoor	A5. NGO / Great cause / Charity	TERRORISME GET OUT	MINISTRY OF FINANCE	MMC DDB	Tunis	Tunisia	SL
Outdoor	A13. Miscellaneous	Quinté plus	Sorec	KLEM	Casablanca	Morocco	BRONZE
Outdoor	A13. Miscellaneous	Quinté plus	Sorec	KLEM	Casablanca	Morocco	
Category	Sub-categories	Entry Title	Client	Advertising Agency	City	Country	Award
Film	A1. Food / Drink	Elle est toujours là	Lesieur	KLEM	Casablanca	Morocco	BRONZE
Film	A5. NGO / Great cause / Charity	FMV Impossible	Mohammed V Fondation For Solidarity	Shem's Publicité	Casablanca	Morocco	GOLD
Film	A9. Home	El Kef Flics	Lesieur Cristal	Shem's Publicité	Casablanca	Morocco	SILVER
Film	B5. Craft	Peu importe	Attijariwafa bank	Saga Communication	Casablanca	Morocco	SILVER
Film	A5. NGO / Great cause / Charity	FLS Super Mario	Fondation Lalla Salma Prévention et Traitement des Cancer	Shem's Publicité	Casablanca	Morocco	SL
Film	B5. Craft	Ma3koum Koulyoum	Inwi	Saga Communication	Casablanca	Morocco	BRONZE

Category	Sub-categories	Entry Title	Client	Advertising Agency	City	Country	Award
Integrated	Default category	Saham Group	Saham Group	VOID	Casablanca	Morocco	SL
Integrated	Default category	CODE 30	CIH BANK	RAPP MAROC	Casablanca	Morocco	BRONZE
Integrated	Default category	LOTO EQUITY CAMPAIGN	INTRALOT	CRYSTAL ADVERTISING	Casablanca	Morocco	SL
Integrated	Default category	FLS Case Study	Fondation Lalla Salma Prévention et Traitement des Cancer	Shem's Publicité	Casablanca	Morocco	SILVER
Category	Sub-categories	Entry Title	Client	Advertising Agency	City	Country	Award
Promo & Direct	13. Best integrated campaign in promo & activation	Promo	INWI	Shem's Publicité	Casablanca	Morocco	BRONZE
Category	Sub-categories	Entry Title	Client	Advertising Agency	City	Country	Award
Media	B8. Best use of Brand Content	#Code	Inwi	Saga Communication	Casablanca	Morocco	SL
Media	C. Integrated campaign	Dir Iddik song	Inwi	Saga Communication	Casablanca	Morocco	SILVER
Media	B8. Best use of Brand Content	Z7am	Inwi	Saga Communication	Casablanca	Morocco	SL
Media	B3. Best use of Ambient	Oreo Launch	Mondelez	WB Media	Casablanca	Morocco	SL
Media	B2. Best use of Outdoor	Oreo Launch	Mondelez	WB Media	Casablanca	Morocco	SL
Media	A7. Media	Oreo Launch	Mondelez	WB Media	Casablanca	Morocco	SL
Media	B8. Best use of Brand Content	Coach'In	Inwi	Saga Communication	Casablanca	Morocco	SL
Media	C. Integrated campaign	Oreo Launch	Mondelez	WB Media	Casablanca	Morocco	SL
Category	Sub-categories	Entry Title	Client	Advertising Agency	City	Country	Award
Digital & Mobile	C1. Food / Drink	LA RECETTE DU BONHEUR (RECIPE OF HAPPINESS)	NESTLE GLORIA ALGERIE	SENSE CONSEIL	Alger	Algeria	SL
Digital & Mobile	C3. Insurance / Banking / Financial service	CODE 30	CIH	TRIBAL DDB	Casablanca	Morocco	SL
Digital & Mobile	E3. Series/webisodes	Pranks	INWI	Shem's Publicité	Casablanca	Morocco	SILVER

Digital & Mobile	E2. Interactive video	CIH BANK PRE ROLL	CIH BANK	RAPP MAROC	Casablanca	Morocco	BRONZE
Digital & Mobile	C1. Food / Drink	CRUNCHY TONIK	MONDELEZ	TRIBAL DDB	Casablanca	Morocco	GOLD
Digital & Mobile	C9. Beauty product / Hygiene / Health product	Nivea Mama	beiersdorf	Shem's Publicité	Casablanca	Morocco	BRONZE
Digital & Mobile	E3. Series/webisodes	LA RECETTE DU BONHEUR (RECIPE OF HAPPINESS)	NESTLE GLORIA ALGERIE	SENSE CONSEIL	Alger	Algeria	SL