

This ranking presents the 39 best campaigns in the Film Cristal competition...



FILM CRISTAL - RANKING (SHANGHAI)

Rank	Country	Category	Title	Advertiser	Agency	Creative Director	Production	Director
1	France	Media	Rewind City	Orange	Publicis Conseil	Olivier Altmann	Wanda Productions / Rattlingstick	Ringan Ledwidge
2	Russia	Food / Beverage	Squirrels	Mars	BBDO Moscow	Andrey Zaycev	Zhrlrnaya Ulitka	
-	Russia	Food / Beverage	Football	Coca Cola	Publicis United / Mojo	Christy Peacock	Radioactive Film	
-	UK	Public Awareness Message	Binge Boy	Home Office	VCCP	Mark Orbine	Gorgeous Enterprises	Vince Squibb
5	Egypt	Food / Beverage	Italy	Atlantic Industries	Fortune Promoseven	Ali Ali	Broadcast	Omar Helal
6	Egypt	Food / Beverage	Bachelor	McDonald's	Fortune Promoseven	Ali Ali	The House	Omar Helal
-	Germany	Automotive / Automotive Product / Motorbike	Synchronised	Audi	Heimat, Berlin	Guido Heffels	Tempomedia	Psyop
-	UK	Insurance / Banking / Financial Service	Waterslide	Barclays	BBH London		Gorgeous Enterprises	Peter Thwaites
-	Qatar	NGO / Charity / Aid Organisation	Road safety	QNB	Fortune Promoseven	Fadi Yaish	Workshops	Steve
-	UK	Public Awareness Message	Binge Girl	Home Office	VCCP	Mark Orbine	Gorgeous Enterprises	Vince Squibb
-	France	Media	Foot - Piano	Orange	Publicis Conseil	Olivier Altmann	Les Télécréateurs	Didier Barcelo
-	France	Viral Film	Foot - Hairdresser	Orange	Publicis Conseil	Olivier Altmann	Les Télécréateurs	Didier Barcelo
13	France	Media	Taxi	Le Parisien	BETC Euro RSCG	Stephane Xiberras & Michel Cohen	Première Heure	Arnaud Roussel
-	UAE	Media	Beach	Fox Movies	Leo Burnett Dubai	Malek Ghorayeb	Independent Productions	Laurence Jacomelli
-	Lebanon	Beauty / Toiletry / Health	Pert Plus	Procter & Gamble	Leo Burnett Beirut	Bechara Mouzannar & Ghida Younes	Bent Image Lab	Daniel Garcia
-	Italy	Viral Film	Best Deliveries	Procter & Gamble	Leo Burnett Italy	Enrico Torzza & Sergio Rodriguez & Anna Meneguzzo	Production International	Adam Johnson
17	Egypt	Food / Beverage	France	Atlantic Industries	Fortune Promoseven	Ali Ali	Broadcast	Omar Helal
-	France	NGO / Charity/ Aid Organisation	Stop Pain	Douleurs Sans Frontières	TBWA\MAP	Manoelle van der Vaeren & Sébastin Vacherot	Space Patrol	Philippe Gamer & Fred Remuzat
-	Romania	Tourism / Leisure / Sport	Sheep	Anim'est	Ogilvy & Mather	Albert Nica & Dani Macarie	Smart Film, Bucharest	Hypno
20	France	Viral Film	Outlets	IBM	Ogilvy & Mather	Susan Westre	Circle Production	Mats Ogens
-	France	Viral Film	Home Delivery	Wonderbra	Publicis Conseil	Olivier Altmann	Les Télécréateurs	Didier Barcelo
22	France	Viral Film	Foot - Piano	Orange	Publicis Conseil	Olivier Altmann	Les Télécréateurs	Didier Barcelo
23	France	Media	Everyday Life	Le Parisien	BETC Euro RSCG	Stephane Xiberras & Michel Cohen	Première Heure	Arnaud Roussel
24	Egypt	Food / Beverage	Spain	Atlantic Industries	Fortune Promoseven	Ali Ali	Broadcast	Omar Helal
-	Lebanon	Food / Beverage	Taanayel Les Fermes	RJW Foods	Leo Burnett Beirut	Bechara Mouzannar & Omar Boustany	Zoe Production	Nadine Labaki
-	Egypt	Food / Beverage	Germany	Atlantic Industries	Fortune Promoseven	Ali Ali	Broadcast	Omar Helal
-	France	Automotive / Automotive Product / Motorbike	Postprod	Automobiles Peugeot	BETC Euro RSCG	Remi Babinet	Les Télécréateurs	Stylewar
28	Ukraine	Food / Beverage	Sommelier	Sioni Trade	Ogilvy Group Ukraine	Bartek Rams	Waif	Mikko Lehtinen
-	Germany	Retail Store	Imagination	Hornbach AG	Heimat, Berlin	Guido Heffels	Trigger Happy Productions	Ralf Schmerberg
-	France	Media	Mafia	Canal+	BETC Euro RSCG	Stephane Xiberras	Irène	Xavier Giannolli
-	Lebanon	Media	Napoleon	Marwan Dimas	H&C Leo Burnett	Bechara Mouzannar	Bent	
-	France	Viral Film	Bikes	IBM	Ogilvy & Mather	Susan Westre	Circle Production	Mats Ogens
33	France	Food / Beverage	Handmade	Orangina Schweppes	Fred & Farid, Paris	Fred & Farid	Guerrilleros	BN
-	Russia	Insurance / Banking / Financial Service	Car Fire	Home Credit Bank	Ogilvy & Mather Russia	Ivor Jones		
-	Qatar	Insurance / Banking / Financial Service	QNB Loans	QNB	Fortune Promoseven	Fadi Yaish	City Films	Marc Hadife

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-	Germany	Service (other than financial)	LaOla	Greenpeace Energy	Heye & Partner GmbH,	Gunther Schneider	Playmedia GmbH	Christof Schröter
37	France	Media	Eiffel Tower	Le Parisien	BETC Euro RSCG	Stephane Xiberras & Michel Cohen	Première Heure	Arnaud Roussel
38	France	Viral Film	Foot - Dry Cleaners	Orange	Publicis Conseil	Olivier Altmann	Les Télécréateurs	Didier Barcelo
39	Germany	Automotive / Automotive Product / Motorbike	Schuplattler	Volkswagen AG	DDB Germany, Berlin	Amir Kassaei	Telemaz Commercials, Berlin	Sharon Berkal
-	France	Automotive / Automotive Product / Motorbike	The Forklifts	Citroen	H	Gilbert Scher	Partizan De Midi Minuit	Les Elvis
-	France	Service (other than financial)	Echo	Orange	Publicis Conseil	Olivier Altmann	WAM	Tim Godsall
-	France	NGO / Charity / Aid Organisation	Dreams Of Tomorrow	Greenpeace	DDB	Alexandre Herve & Sylvain Thirache	Stink	Adam Berg
-	UK	NGO / Charity / Aid Organisation	Handscape	NSPCC	Saatchi & Saatchi	Paul Silburn & Kate Stanners	Nexus Productions	Caroline Melis
-	Russia	Public Awareness Message	Fasten The Belt!	RCA	Yes Taste Win Now	Maxim Fedorov	Fetish Film	Blanche Neumann