



CRISTAL FESTIVAL

## PRIZELIST BRAND ENT. &amp; CONTENT

CATEGORY	CAMPAIGN	ADVERTISER	AGENCY	COUNTRY	AWARDS
A20. Best brand building	House of Little Moments	Uni President	ADK	Taiwan	Cristal (Gold)
A17. Best integrated content campaign	House of Little Moments	Uni President	ADK	Taiwan	Cristal (Gold)
A7. Brand or product integration into an existing programme or platform	THE ELECTRIC SAGA	EDF	HAVAS WORLDWIDE PARIS	France	Cristal (Gold)
A20. Best brand building	SLIDE, Amazing in Motion	Lexus International	CHI & Partners	United Kingdom (UK)	Cristal (Gold)
A16. Best use or integration of digital or social media	Make Up Genius Virtual Mirror	L'Oréal Paris	McCANN Erickson Paris	France	Sapphire (Silver)
A19. Best product launch	THE MONSTROUSLY MINI EXPERIENCE	MINI	Isobar	France	Sapphire (Silver)
A13. Best use or integration of user-generated content	Keep the Flame Alive	Diageo Lebanon	Leo Burnett Beirut	Lebanon	Sapphire (Silver)
A7. 10 minutes online fiction or under	Goodbye Bad Luck	La Libanaise Des Jeux	Impact BBDO Dubai	Dubai	Sapphire (Silver)
A14. Best use or integration of music	Hello Play!	BNP Paribas	WE ARE SOCIAL	France	Sapphire (Silver)
A11. Best use or integration of experiential events	Rabbit Race	Mediamarkt	Endemol	Netherlands	Sapphire (Silver)
A4. Non-fiction film	A Small Section of the World	illycaffè spa	GreenLight Media & Marketing	United States (US)	Sapphire (Silver)
A11. Best use or integration of experiential events	Coin	AB InBev	Energy BBDO	United States (US)	Sapphire (Silver)
A12. Best use or integration of gaming	Duckface Season	Wrigley, a Subsidiary of Mars, Incorporated	Energy BBDO	United States (US)	Sapphire (Silver)
A5. 10 minutes online non-fiction or under	Endless Love Song ~ The Reunion of Noodles & Soup	Master Kong	BBDO China	China	Emerald (Bronze)
A13. Best use or integration of user-generated content	HORSE With Harden	Foot Locker	BBDO New York	United States (US)	Emerald (Bronze)
A17. Best integrated content campaign	DELL Tough Enough - Take IT Easy	Dell	MediaCom Agentur für Media-Beratung GmbH	Germany	Emerald (Bronze)
A9. Brand or product integration into an existing programme or platform	A Dim Jack "Hi-Jack"	McDonald's Restaurants (HK) Limited	OMD Hong Kong	Hong Kong	Emerald (Bronze)
A11. Best use or integration of experiential events	The way you are	Samsung	LEO BURNETT FRANCE	France	Emerald (Bronze)
A19. Best product launch	STING LAUNCH CAMPAIGN	PEPSICO. INTERNATIONAL	impact BBDO Cairo	Cairo	Emerald (Bronze)
A16. Best use or integration of digital or social media	REVIVE CULTURE	MTV	IMPACT BBDO	BEIRUT	Emerald (Bronze)
A6. 10 minutes online non-fiction or over	BECO DAS GARRAFAS (Bottle's Bar)	Heineken	ASAS.BR.COM	Brazil	Emerald (Bronze)
A18. Best use of innovative distribution channels	Rabbit Race	Mediamarkt	Endemol	Netherlands	Emerald (Bronze)
A12. Best use or integration of gaming	HORSE With Harden	Foot Locker	BBDO New York	United States (US)	Emerald (Bronze)
A16. Best use or integration of digital or social media	Unstoppable	Procter & Gamble	Leo Burnett, Toronto	Canada	Emerald (Bronze)
A3. Online fiction	The Rat	Netflix	TBWA \ Chiat Day	United States (US)	Emerald (Bronze)
A11. Best use or integration of experiential events	SOUNDS OF THE CITY	THALYS	ROSAPARK	France	Emerald (Bronze)
A18. Best use of innovative distribution channels	#Narcos puts you on the cocaine highway	Netflix France	Darewin	France	Emerald (Bronze)
A5. 10 minutes online non-fiction or under	Give Mom Back Her Name	UN Women	Impact BBDO Dubai	Dubai	Emerald (Bronze)



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# PRIZELIST SPORTS MARKETING

CATEGORY	CAMPAIGN	ADVERTISER	AGENCY	COUNTRY	AWARD
A5. Radio	WORLD'S LONGEST URL	CUBE-BIKES - FVV GmbH & Co. KG	Pixelpark AG c/o Re:Sources Germany GmbH	Germany	Cristal (Gold)
C. Integrated campaign	#MyNorth: the basketball story of my neighborhood	Sport Chek	Touché! PHD	Canada	Cristal (Gold)
A2. Online video	Red Bull for G-Drive	Gazpromneft	Unite	Russia	Sapphire (Silver)
B8. Best use of branded content	Study with Rolland Garros	BNP Paribas	Publicis Conseil	France	Sapphire (Silver)
B9. Best use of gaming	Open Dorcel	DORCELSTORE.COM	Mademoiselle Scarlett	France	Sapphire (Silver)
B10. Best use of user generated content	HORSE With Harden	Foot Locker	BBDO New York	United States (US)	Sapphire (Silver)
A4. Outdoor / Indoor posters	#MyNorth: the basketball story of my neighborhood	Sport Chek	Touché! PHD	Canada	Emerald (Bronze)
B2. Best use of mobile	Nike - Air Pollution	Nike	Mindshare	United Kingdom (UK)	Emerald (Bronze)
B3. Best use of social media	HORSE With Harden	Foot Locker	BBDO New York	United States (US)	Emerald (Bronze)
B4. Best use of experiential event	Reebok & Kendrick Lamar Get Pumped	Reebok	M&C Saatchi Sport & Entertainment	United Kingdom (UK)	Emerald (Bronze)
A2. Online video	GamedayPlus	adidas	We Are Social	United Kingdom (UK)	Emerald (Bronze)
A4. Outdoor / Indoor posters	#RugbyBattle	Orange	Havas Sports & Entertainment	France	Emerald (Bronze)
B2. Best use of mobile	WAKE UP CALL	MAN	W	France	Emerald (Bronze)
B4. Best use of experiential event	Sunset Relay	Garnier International	Publicis Conseil	France	Emerald (Bronze)
B4. Best use of experiential event	Light of Speed	Nike	Mindshare	United Kingdom (UK)	Emerald (Bronze)
C. Integrated campaign	We Are Tennis Fan Academy	BNP Paribas	WE ARE SOCIAL	France	Emerald (Bronze)



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# PRIZELIST CORPORATE & PR

CATEGORY	CAMPAIGN	ADVERTISER	AGENCY	COUNTRY	AWARD
A1. Consumer goods	7UP Wall Of Music	Pepsico	Impact BBDO Dubai	United Arab Emirates	Sapphire (Silver)
A1. Consumer goods	Always #LikeAGirl - Unstoppable	P&G Always	MSLGROUP	United States (US)	Cristal (Gold)
A3. Banking / Credit institution / Insurance	Ana Kuwaiti	Gulf Bank	OMD UAE	United Arab Emirates	Sapphire (Silver)
A3. Banking / Credit institution / Insurance	MA PUB ICI (YOUR AD HERE!)	BNP PARIBAS	Ledouze	France	Sapphire (Silver)
A5. Great cause / NGO	#GivingTuesday: The Day the World Gave Back	92nd Street Y and United Nations Foundation	Havas PR North America	United States (US)	Sapphire (Silver)
A5. Great cause / NGO	Give Mom Back Her Name	UN Women	Impact BBDO Dubai	United Arab Emirates	Cristal (Gold)
A5. Great cause / NGO	#FreeYourOrgans	FRANCE ADOT	FCB PARIS	France	Sapphire (Silver)
A5. Great cause / NGO	Vote for us. We'll vote for you.	Kafa	Leo Burnett Beirut	Lebanon	Sapphire (Silver)
A6. Public interest	Project Resume	Salaam Bombay Foundation	FCB Ulka Advertising Private Limited	India	Emerald (Bronze)
A6. Public interest	St. Pauli Peeback	IG St. Pauli	Pixelpark AG c/o Re:Sources Germany GmbH	Germany	Emerald (Bronze)
A6. Public interest	Lebanon4Sale	Sakker El Dekkene (Stop the Shop)	Leo Burnett Beirut	Lebanon	Cristal (Gold)
A7. Telecommunication	Anonymous Giver	Mobinil	Leo Burnett	Egypt	Sapphire (Silver)
A9. Sport / Leisure / Entertainment	Goodbye Bad Luck	La Libanaise Des Jeux	Impact BBDO Dubai	United Arab Emirates	Emerald (Bronze)
A10. Travel / Tourism	Snackholidays	Transavia	LES GAULOIS	France	Emerald (Bronze)
A12. Healthcare	SenoClaire	GE Healthcare	Ledouze	France	Emerald (Bronze)
A14. Retail / Restaurants / Fast foods	Opening Construction Panels	Burger King	BUZZMAN	France	Sapphire (Silver)
B1. Public Affairs & Lobbying	MARCH OF OTYS	KASPERLE	OmnicomMediaGroup	United States (US)	Emerald (bronze)
B2. Corporate Reputation	The Davos Challenge: Walk for Education	UBS	Pixelpark AG c/o Re:Sources Germany GmbH	Germany	Crista (Gold)
B2. Corporate Reputation	SHYNY LESSONS	GRUPO COBAN	OmnicomMediaGroup	United States (US)	Sapphire (Silver)
B3. Non Responsibility	Anonymous Giver	Mobinil	Leo Burnett	Egypt	Emerald (Bronze)
B7. Internal Communications	ALL I WISH YOU	BNP PARIBAS	Ledouze	France	Emerald (Bronze)
B7. Internal Communications	PREFERENCE CLIENT	BDDF	TBWA CORPORATE	France	Sapphire (Silver)
B7. Internal Communications	A new vision for collaborative working	Canon	MSLGROUP	United States (US)	Emerald (Bronze)
C1. Best use of social media	Saudi Women's Online March	P&G	Leo Burnett Beirut	Lebanon	Emerald (Bronze)
C1. Best use of social media	Vote for us. We'll vote for you.	Kafa	Leo Burnett Beirut	Lebanon	Sapphire (Silver)
C1. Best use of social media	I write in Arabic	Samsung	Leo Burnett Jordan LLC	Jordan	Cristal (Gold)
C2. Best use of event	Donation Badges	ABTO - Brazilian Association of Organ Transplantation	Leo Burnett Publicidade Ltda	Brazil	Emerald (Bronze)
C2. Best use of event	We Are Tennis Fan Academy	BNP Paribas	WE ARE SOCIAL	France	Emerald (Bronze)
C2. Best use of event	Night At Paris Catacombs	Airbnb	ubi bene	France	Emerald (Bronze)

C3. Best use of digital PR	Metsä Wood Plan B	Metsä Wood	hasan & partners	Finland	Cristal (Gold)
C3. Best use of digital PR	Kidney for Sale on eBay	France ADOT	FCB Paris	France	Sapphire (Silver)
C4. Best brand development	Always #LikeAGirl - Unstoppable	P&G Always	MSLGROUP	United States (US)	Cristal (Gold)
C5. Best use of innovation	Jumeirah Wild Wadi Virtual Reality	Jumeirah Wild Wadi	OMD UAE	United Arab Emirates	Emerald (Bronze)
C5. Best use of innovation	MAGIC LENS	SANTA LUCIA LOTTERY	OmnicomMediaGroup	United States (US)	Emerald (Bronze)
C6. Best use of influencer	Mobilizing an Army of Scientists to Give Credence to Climate Change	United Nations Foundation	Havas PR North America	United States (US)	Sapphire (Silver)
C6. Best use of influencer	#FreeYourOrgans	FRANCE ADOT	FCB PARIS	France	Emerald (Bronze)
C6. Best use of influencer	World Suicide Prevention Day	Samaritans of Singapore	TBWA Singapore	Singapore	Sapphire (Silver)
D1. Integrated campaign driven by PR	Vote for us. We'll vote for you.	Kafa	Leo Burnett Beirut	Lebanon	Cristal (Gold)
D1. Integrated campaign driven by PR	Lebanon4Sale	Sakker El Dekkene (Stop the Shop)	Leo Burnett Beirut	Lebanon	Sapphire (Silver)
D1. Integrated campaign driven by PR	Anonymous Giver	Mobinil	Leo Burnett	Egypt	Emerald (Bronze)
D1. Integrated campaign driven by PR	Always #LikeAGirl - Unstoppable	P&G Always	MSLGROUP	United States (US)	Sapphire (Silver)



# PRIZELIST MEDIA CRISTAL

CATEGORY	CAMPAIGN	ADVERTISER	AGENCY	COUNTRY	AWARD
A1. Consumer goods	Grab a seat! It's Pimm's O'Clock	Diageo	Carat UK	United Kingdom (UK)	Sapphire ( Silver )
A1. Consumer goods	Band of Brands	Heineken	Starcom MediaVest Group	United States (US)	Cristal ( Gold )
A1. Consumer goods	Keep the Flame Alive	Diageo Lebanon	Leo Burnett Beirut	Lebanon	Sapphire ( Silver )
A2. Automotive / Motorbike	Feel Wimbledon	Jaguar Land Rover	Mindshare	United Kingdom (UK)	Cristal ( Gold )
A2. Automotive / Motorbike	CCS and BARB Programme Index	Vauxhall	Carat UK	United Kingdom (UK)	Sapphire ( Silver )
A3. Banking / Credit institution / Insurance	Car insurance is a game!	Desjardins General Insurance	Touché! PHD	Canada	Sapphire ( Silver )
A3. Banking / Credit institution / Insurance	MasterCard Fare Free Friday	MasterCard	Carat UK	United Kingdom (UK)	Cristal ( Gold )
A5. Great cause / NGO	Kidney for sale on eBay	FRANCE ADOT	FCB PARIS	France	Sapphire ( Silver )
A5. Great cause / NGO	Give Mom Back Her Name	UN Women	Impact BBDO Dubai	Dubai	Cristal ( Gold )
A8. Media	Rockstar next door	Guitar Player	Leo Burnett Publicidade Ltd	Brazil	Emerald ( Bronze )
A9. Transport / Tourism	Snackholidays	Transavia	LES GAULOIS	France	Cristal ( Gold )
A9. Transport / Tourism	SOUNDS OF THE CITY	THALYS	ROSAPARK	France	Emerald ( Bronze )
A10. Sport / Leisure / Entertainment	Into the Storm: Hitting hard and fast like a storm	Roadshow Films	OMD Australia	Australia	Sapphire ( Silver )
A10. Sport / Leisure / Entertainment	Light of Speed	Nike	Mindshare	United Kingdom (UK)	Cristal (Gold)
A12. Beauty / Hygiene / Health product	BACKUP MEMORY	SAMSUNG	3SG BBDO	Tunis	Sapphire ( Silver )
A12. Beauty / Hygiene / Health product	Fava Beans – The New Super Food	California Garden	Initiative Media Middle East FZ LLC	Dubai	Sapphire ( Silver )
A14. Clothing / Accessories / Textile	WAVE	DECATHLON	ROSAPARK	France	Sapphire ( Silver )
A14. Clothing / Accessories / Textile	SHINY LESSONS	GRUPO COBAN	OmnicomMediaGroup	United States (US)	Cristal (Gold)
A14. Clothing / Accessories / Textile	There Will Be Haters	adidas	Starcom Mediavest Group	dubai	Cristal (Gold)
A17. Corporate	BIG RESPECT	Ceylon Newspapers (Pvt) Ltd.	TBWA\Sri Lanka	Sri Lanka	Cristal ( Gold )
A17. Corporate	A Nation Comes Back to Life	Malaysia Airlines	IPG Mediabrands Malaysia	Malaysia	Sapphire ( Silver )
A17. Corporate	MAGIC LENS	SANTA LUCIA LOTTERY	OmnicomMediaGroup	United States (US)	Special Mention
B1. Youth (up to 18)	Inside-Out	Walt Disney France	Havas Media France	France	Sapphire ( Silver )
B1. Youth (up to 18)	There Will Be Haters	adidas	Starcom Mediavest Group	dubai	Cristal ( Gold )
B2. Men	BOLLYWOOD ON WHEELS	EMIRATES NBD	Starcom Mediavest Group	dubai	Sapphire ( Silver )
B3. Women	Dove #SpeakBeautiful	Unilever	Mindshare	United Kingdom (UK)	Cristal ( Gold )
C1. Best use of Print	BIG RESPECT	Ceylon Newspapers (Pvt) Ltd.	TBWA\Sri Lanka	Sri Lanka	Cristal ( Gold )
C1. Best use of Print	COVER RACISM	Ceylon Newspapers (Pvt) Ltd.	TBWA\Sri Lanka	Sri Lanka	Cristal ( Gold )
C2. Best use of Outdoor	SOUNDS OF THE CITY	THALYS	ROSAPARK	France	Emerald ( Bronze )
C2. Best use of Outdoor	The Oreo Eclipse	Mondelez International	PHD	United Kingdom (UK)	Cristal ( Gold )
C2. Best use of Outdoor	Grab a seat! It's Pimm's O'Clock	Diageo	Carat UK	United Kingdom (UK)	Sapphire ( Silver )
C3. Best use of Ambient	WAVE	DECATHLON	ROSAPARK	France	Cristal ( Gold )
C3. Best use of Ambient	Pink Ramadan	Baheya	FP7/CAI	Egypt	Sapphire ( Silver )
C5. Best use of Screens	Abused Presenter	Rustavi 2		Georgia	Sapphire ( Silver )
C6. Best use of Brand Content	Goodbye Bad Luck	La libanaise des jeux	IMPACT BBDO Dubai	UAE	Cristal ( Gold )

C6. Best use of Brand Content	I write in Arabic	Samsung	Leo Burnett Jordan LLC	Jordan	Sapphire ( Silver )
C6. Best use of Brand Content	Price of Living 2040	Manulife (International) Limited	PHD Hong Kong	Hong Kong	Cristal ( Gold )
C7. Best use of Events	Donation Badges	ABTO - Brazilian Association Of Organ Transplantation	Leo Burnett Publicidade Ltda	Brazil	Cristal ( Gold )
C7. Best use of Events	Light of Speed	Nike	Mindshare	United Kingdom (UK)	Sapphire ( Silver )
C8. Best use of Digital	Antonymous - the digital smoke bomb	Piratenpartei Deutschland	Serviceplan Gruppe fuer innovative Kommunikation GmbH & Co. KG	Germany	Cristal ( Gold )
C8. Best use of Digital	Feel Wimbledon	Jaguar Land Rover	Mindshare	United Kingdom (UK)	Sapphire ( Silver )
C8. Best use of Digital	The Power of Programmatic Search	Samsung	Starcom MediaVest Group	United States (US)	Sapphire ( Silver )
C9. Best use of Social Media	Give Mom Back Her Name	UN Women	Impact BBDO Dubai	Dubai	Emerald ( Bronze )
C9. Best use of Social Media	I write in Arabic	samsung	Leo Burnett Jordan LLC	Jordan	Cristal ( Gold )
C9. Best use of Social Media	There Will Be Haters	adidas	Starcom Mediavest Group	Dubai	Cristal ( Gold )
C9. Best use of Social Media	Keep the Flame Alive	Diageo Lebanon	Leo Burnett Beirut	Lebanon	Sapphire ( Silver )
C9. Best use of Social Media	Dove #SpeakBeautiful	Unilever	Mindshare	United Kingdom (UK)	Cristal ( Gold )
<b>C10. Best use of Mobile</b>	<b>SKY SQREENING</b>	<b>Sky Deutschland Fernsehen GmbH &amp; Co. KG</b>	<b>Serviceplan Gruppe fuer innovative Kommunikation GmbH &amp; Co. KG</b>	<b>Germany</b>	<b>Cristal ( Gold ) Grand Cristal</b>
C10. Best use of Mobile	Nike - Air Pollution	Nike	Mindshare	United Kingdom (UK)	Emerald ( Bronze )
C10. Best use of Mobile	BACKUP MEMORY	SAMSUNG	3SG BBDO	Tunis	Emerald ( Bronze )
C10. Best use of Mobile	Babyshop embraces showrooming	Babyshop	MediaCom	United States (US)	Sapphire ( Silver )
C11. Best use of Cultural Campaign	COVER RACISM	Ceylon Newspapers (Pvt) Ltd.	TBWA\Sri Lanka	Sri Lanka	Cristal ( Gold )
C11. Best use of Cultural Campaign	Keep the Flame Alive	Diageo Lebanon	Leo Burnett Beirut	Lebanon	Emerald ( Bronze )
C11. Best use of Cultural Campaign	Anticorruption Suit	Robert Tailor Shop	Kausa Central Creativa S.R.L.	Paraguay	Special Mention
C11. Best use of Cultural Campaign	Connected Candles	Church of Sweden	Starcom MediaVest Group	Sweden	Sapphire ( Silver )
C11. Best use of Cultural Campaign	The Spirit of Ramadan	Unilever	Magna Egypt	Egypt	Emerald ( Bronze )
C12. Best use of Addressed and Unaddressed Mailing	Project Resume	Salaam Bombay Foundation	FCB Ulka Advertising Private Limited	India	Emerald ( Bronze )
D. INTEGRATED CAMPAIGN	Band of Brands	Heineken	Starcom MediaVest Group	United States (US)	Cristal ( Gold )
D. INTEGRATED CAMPAIGN	The Oreo Eclipse	Mondelez International	PHD	United Kingdom (UK)	Sapphire ( Silver )
D. INTEGRATED CAMPAIGN	Social Savvy Burglar	Allstate	Leo Burnett Chicago	United States (US)	Cristal ( Gold )
E2. Environment & sustainable development	RECYCLE TO LEARN	UBCI Bank group BNP Paribas	HAVAS WORLDWIDE TUNISIA	Tunisia	Sapphire ( Silver )