



APAC CRISTAL AWARDS - PRIZELIST

COMPETITION	CATEGORY	ENTRY	ADVERTISER	AGENCY	COUNTRY	AWARD
Brand Entertainment & Content	A20. Best brand building	House of Little Moments	Uni President	United Asatsu International Ltd	Taiwan	CRISTAL (GOLD)
Brand Entertainment & Content	A17. Best integrated content campaign	House of Little Moments	Uni President	United Asatsu International Ltd	Taiwan	CRISTAL (GOLD)
Brand Entertainment & Content	A5. 10 minutes online non-fiction or under	Endless Love Song ~ The Reunion of Noodles & Soup	Master Kong	BBDO China	China	EMERALD (BRONZE)
Brand Entertainment & Content	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)
Brand Entertainment & Content	A4. Non-fiction film	There's Something I Need To Tell You	HIV Foundation Queensland	GroupM House, MediaCom, Level 17	Australia	SHORTLIST
Brand Entertainment & Content	A4. Non-fiction film	There's Something I Need To Tell You	HIV Foundation Queensland	Mediacom	Australia	SHORTLIST
Design	G1. Food	Taste me to Spain, Taste me to Mexico	India Cuisine Foundation	Grey Worldwide	India	SAPPHIRE (SILVER)
Digital & Mobile	K. Mobile applications	Look at Me	Samsung	Cheil Worldwide	South Korea	SAPPHIRE (SILVER)
Digital & Mobile	B3. Insurance / Banking / Financial service	Ride on	Visa	BBDO China	China	SHORTLIST
Digital & Mobile	I. Integrated campaign	Visa Rental Bike Campaign	Visa China	OMD China	China	SAPPHIRE (SILVER)
Digital & Mobile	P. Integrated mobile campaign	Visa Rental Bike Campaign	Visa China	OMD China	China	EMERALD (BRONZE)
Film	A10. Leisure / Entertainment / Games / Sport	Playing Can't Be Bad - Mother	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Film	A10. Leisure / Entertainment / Games / Sport	Playing Can't Be Bad - Employee	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Film	A10. Leisure / Entertainment / Games / Sport	Playing Can't Be Bad - Little Girl	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Film	B2. Corporate	The Last Wish	Samsung	Cheil Worldwide	South Korea	EMERALD (BRONZE)
Film	B3. Brand entertainment & content for TV/cinema	House of Little Moments	Uni President	United Asatsu International Ltd	Taiwan	SHORTLIST
Film Craft	A7. Best Sound Design	Yesterday/Today	Tokio Marine Asia	Havas Worldwide Singapore	Singapore	SHORTLIST
Integrated	/	Great Warm Up	The North Face	Fred & Farid Shanghai	China	EMERALD (BRONZE)
Media	C11. Best use of cultural campaign	Cover Racism	Ceylon Newspapers (Pvt) Ltd.	TBWA\Sri Lanka	Sri Lanka	CRISTAL (GOLD)
Media	C1. Best use of print	Cover Racism	Ceylon Newspapers (Pvt) Ltd.	TBWA\Sri Lanka	Sri Lanka	CRISTAL (GOLD)
Media	A17. Corporate	Big Respect	Ceylon Newspapers (Pvt) Ltd.	TBWA\Sri Lanka	Sri Lanka	CRISTAL (GOLD)
Media	C1. Best use of print	Big Respect	Ceylon Newspapers (Pvt) Ltd.	TBWA\Sri Lanka	Sri Lanka	CRISTAL (GOLD)
Media	C6. Best use of brand content	Price of Living 2040	Manulife (International) Limited	PHD Hong Kong	Hong Kong	CRISTAL (GOLD)

Media	A10. Sport / Leisure / Entertainment	Into the Storm: Hitting hard and fast like a storm	Roadshow Films	OMD Australia	Australia	SAPPHIRE (SILVER)
Media	A17. Corporate	A Nation Comes Back to Life	Malaysia Airlines	IPG Mediabrands Malaysia	Malaysia	SAPPHIRE (SILVER)
Media	C12. Best use of addressed and unaddressed mailing	Project Resume	Salaam Bombay Foundation	FCB Ulka Advertising Private Limited	India	EMERALD (BRONZE)
Online Video	A2. Best use of humor	Playing Can't Be Bad - Mother	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Online Video	A2. Best use of humor	Playing Can't Be Bad - Employee	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Online Video	A2. Best use of humor	Playing Can't Be Bad - Little Girl	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Online Video	A11. Best BtoC campaign	Playing Can't Be Bad - Little Girl	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Online Video	A11. Best BtoC campaign	Playing Can't Be Bad - Mother	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Online Video	A11. Best BtoC campaign	Playing Can't Be Bad - Employee	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong	CRISTAL (GOLD)
Outdoor	D1. Special installations	The World's First Billbed	Moltyfoam	BBDO Pakistan	Pakistan	CRISTAL (GOLD)
Outdoor	A12. Home	The World's First Billbed	Moltyfoam	BBDO Pakistan	Pakistan	CRISTAL (GOLD)
PR & Corporate	C6. Best use of influencer	World Suicide Prevention Day	Samaritans of Singapore	TBWA Singapore	Singapore	SAPPHIRE (SILVER)
PR & Corporate	A6. Public interest	Project Resume	Salaam Bombay Foundation	FCB Ulka Advertising Private Limited	India	EMERALD (BRONZE)
<i>PR & Corporate</i>	<i>A5. Great cause / NGO</i>	<i>Project Resume</i>	<i>Salaam Bombay Foundation</i>	<i>FCB Ulka Advertising Private Limited</i>	<i>India</i>	<i>SHORTLIST</i>
<i>PR & Corporate</i>	<i>C2. Best use of event</i>	<i>The Legend of Lion Dance</i>	<i>The Wharf (Holdings) Limited</i>	<i>OMD Hong Kong</i>	<i>Hong Kong</i>	<i>SHORTLIST</i>
Press	A8. Public interest	Cover Racism	Ceylon Newspapers (Pvt) Ltd.	TBWA Sri Lanka	Sri Lanka	SAPPHIRE (SILVER)
Promo & Direct	A24. Best technological innovation	Matsuko-Roid	Natural Eight	Dentsu Inc.	Japan	CRISTAL (GOLD)
Promo & Direct	A17. Best use of direct marketing led by digital & social	The Upgrade Challenge	Air France	Fred & Farid Shanghai	China	SAPPHIRE (SILVER)
Promo & Direct	B10. NGO / Great cause / Charity	Mum's Counterattack	China Women's Development Found	Goodstein	China	EMERALD (BRONZE)
<i>Promo & Direct</i>	<i>A3. Drive to store/ to e-shop</i>	<i>Magnum Pleasure Store</i>	<i>Unilever</i>	<i>PHD</i>	<i>China</i>	<i>SHORTLIST</i>
<i>Promo & Direct</i>	<i>A19. Best use of promo & activation</i>	<i>World Suicide Prevention Day</i>	<i>Samaritans of Singapore</i>	<i>TBWA Singapore</i>	<i>Singapore</i>	<i>SHORTLIST</i>
<i>Promo & Direct</i>	<i>B9. Public interest</i>	<i>Project Resume</i>	<i>Salaam Bombay Foundation</i>	<i>FCB Ulka Advertising Private Limited</i>	<i>India</i>	<i>SHORTLIST</i>
<i>Sports Marketing</i>	<i>B8. Best use of branded content</i>	<i>Nike Basketball: Rise 2.0 Greater China</i>	<i>Nike</i>	<i>AKQA</i>	<i>China</i>	<i>SHORTLIST</i>
Sports Marketing	B2. Best use of mobile	Nike - Air Pollution	Nike	Mindshare	China	EMERALD (BRONZE)
Sports Marketing	B4. Best use of experiential event	Light of Speed	Nike	Mindshare	China	EMERALD (BRONZE)
Marketing Innovation	A1. Best creative technology	Nike Rise	Nike	AKQA	China	CRISTAL (GOLD)