



CRISTAL FESTIVAL

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BRAND ENTERTAINMENT & CONTENT PRIZELIST

Categories	Entry Title	Client	Country	Entrant Company	AWARD
A2. Fiction TV	Children Against Zika	Brazilian Ministry of Health (Ministério da Saúde)	Brazil	beGIANT Advertainment	GOLD + GRAND PRIX
A3. Online fiction	Outcast Interactive Trailer: "Possession Begins"	Cinemax	USA	Campfire at SapientNitro	SILVER
A4. Non-fiction film	THE ROAMING PUPPET	SAUDI TELECOM COMPANY - STC	Saudi Arabia	J. WALTER THOMPSON KSA	BRONZE
A5. 10 minutes online non-fiction or under	Not Just Special But Super	City Centre Deira/Mirdif	UAE	Mediavest Spark	GOLD
A6. 10 minutes online non-fiction or over	I Love My Age	Yoplait	France	Publicis Conseil	SILVER
A7. 10 minutes online fiction or under	WHOPPER BLACKOUT	Burger King France	France	BUZZMAN	GOLD
A9. Brand or product integration into an existing programme or platform	Speak like The Patrón	Netflix	Italy	We Are Social	SILVER
A9. Brand or product integration into an existing programme or platform	Outcast Interactive Trailer: "Possession Begins"	Cinemax	USA	Campfire at SapientNitro	SILVER
A11. Best use or integration of experiential events	Google Escape	Google France	France	We Are Social	BRONZE
A11. Best use or integration of experiential events	Stride Gum Presents Heaven Sent	Mondelēz International	USA	Amusement Park Entertainment	GOLD
A11. Best use or integration of experiential events	#Notcomingsoon	Louis XII (Remy Cointreau)	USA	FRED & FARID	BRONZE
A11. Best use or integration of experiential events	NOSULUS RIFT	UBISOFT	France	BUZZMAN	GOLD
A12. Best use or integration of gaming	The end of society simulator	Ubisoft	France	BETC	SILVER
A13. Best use or integration of user-generated content	ADT Ghost Monitoring	ADT	USA	SapientNitro	BRONZE
A14. Best use or integration of music	Reinvents The Classics	Nescafé Dolce Gusto	France	Publicis Conseil	BRONZE
A14. Best use or integration of music	STARFAKER	FONDATION CHIRAC	FRANCE	HAVAS PARIS	SILVER
A16. Best use or integration of digital or social media	I Can Teach You Too	Dubai Cares	United Arab Emirates	J.Walter	SILVER
A16. Best use or integration of digital or social media	LIFERIDETHEHELL	HOTEL F1	France	HAVAS PARIS	BRONZE
A17. Best integrated content campaign	#Notcomingsoon	Louis XIII (Remy Cointreau)	USA	FRED & FARID	GOLD
A17. Best integrated content campaign	GE Podcast Theare Presents: The Message	GE	USA	BBDO New York	GOLD
A18. Best use of innovative distribution channels	Apartment Stores	Delamaison	France	Nurun Paris	SILVER
A19. Best product launch	Audi - The Comeback	Audi AG	Germany	Razorfish GmbH	BRONZE
A20. Best brand building	1ST BRANDED ONLINE ENTERTAINMENT HUB	1ST BRANDED ONLINE ENTERTAINMENT HUB	Saudi Arabia	J. WALTER THOMPSON KSA	BRONZE