



CRISTAL FESTIVAL

CRISTAL FESTIVAL 2016 BRAND CULTURE PRIZELIST

Categories	Entry Title	Client	Country	Entrant Company	Award
1. Best content	Reforme de l'orthographe	Citroen	France	Isobar	GOLD
1. Best content	TEAM SKODA	SKODA	FRANCE	SHIVACOM	SILVER
1. Best content	Ma place est dans la salle	Prodiss	France	FRED & FARID	BRONZE
2. Best product	Emotion Capture Box	Orange France	France	Publicis Conseil	BRONZE
3. best advertising campaign	BLACK XS BY PACO RABANNE	PACO RABANNE/PUIG	FRANCE	ROSBEEF!	GOLD
3. Best advertising campaign	#Notcomingsoon	Remy Cointreau	USA	FRED & FARID	GOLD
4. Best direct or relationship marketing campaign	The Levi's Campaign that Levi's Didn't Create	Levi's	CHINA	OMD CHINA	BRONZE
4. Best direct or relationship marketing campaign	REC	SIDACTION	France	castor & Pollux	SILVER
4. Best direct or relationship marketing campaign	Hellomove	Hellobank!	France	Castor & Pollux	SILVER
4. Best direct or relationship marketing campaign	Apartment Stores	Delamaison	France	Nurun Paris	BRONZE
5. Best corporate campaign	Google Escape	Google France	France	We Are Social	SILVER
6. Best integrated brand culture	INNOCENT	INNOCENT	FRANCE	ROSBEEF!	BRONZE
6. Best integrated brand culture	SUPERSTAR	adidas Originals	Russia	Louder Active LLC	SILVER
6. Best integrated brand culture	Dads #ShareTheLoad (Integrated)	P&G India	India	BBDO India	GOLD + GRAND PRIX