



CRISTAL FESTIVAL

**CRISTAL FESTIVAL 2016
CORPORATE & PR PRIZELIST**

Categories	Entry Title	Client	Country	Entrant Company	AWARDS
A2. Automotive / Motorbike / Transport	Nissan Leaf zero queue	Nissan	FRANCE	DigitasLBI	BRONZE
A2. Automotive / Motorbike / Transport	Opel Mind	Opel France	France	Tips tank / Reinsdyr	BRONZE
A2. Automotive / Motorbike / Transport	#consignesAIRATP	RATP	FRANCE	HAVAS PARIS	GOLD
A5. Great cause / NGO	The Good Note	Bou Khalil Supermarché	Lebanon	J. Walter Thompson Beirut	SILVER
A5. Great cause / NGO	Enfance Majuscule	Association Enfance Majuscule. Fédération des comités Alexis Danan	FRANCE	FCB PARIS	GOLD
A9. Sport / Leisure / Entertainment	Ma place est dans la salle	ProdiSS	France	FRED & FARID	GOLD + GRAND CRISTAL
A9. Sport / Leisure / Entertainment	Skip Friday 13	Loto Libanaise	UAE	Impact BBDO Dubai	SILVER
A13. Luxury goods	#Notcomingsoon	Louis XIII	USA	FRED & FARID	GOLD
B3. Social Responsibility	STARFAKER	FONDATION CHIRAC	FRANCE	HAVAS PARIS	GOLD
B4. Environmental	Nissan Leaf zero queue	Nissan	FRANCE	DigitasLBI	BRONZE
B5. Celebrity Endorsement	STARFAKER	FONDATION CHIRAC	FRANCE	HAVAS PARIS	GOLD
B6. Crisis Communication	Ma place est dans la salle	ProdiSS	France	FRED & FARID	GOLD
C1. Best use of social media	Orange Lights up the Eiffel Tower	Orange	France	Havas Sports & Entertainment	BRONZE
C1. Best use of social media	I Can Teach You Too	Dubai Cares	United Arab Emirates	J.Walter	SILVER
C1. Best use of social media	#AirlineWager	Air New Zealand	Australia	Host	GOLD
C1. Best use of social media	#TWITTER10K	DICTIONNAIRES LE ROBERT	FRANCE	BABEL	GOLD
C1. Best use of social media	Dads #ShareTheLoad (Case Study)	P&G India	India	BBDO India	BRONZE
C1. Best use of social media	JE NE SUPPORTE PAS LES BLEUS	ELLE'S IMAGINE'NT	France	BUZZMAN	GOLD
C1. Best use of social media	LOST BOYS PARIS HR	Lost Boys Paris (DigitasLBI France)	FRANCE	DigitasLBI	BRONZE
C2. Best use of event	#Notcomingsoon	Louis XIII (Remy Cointreau)	USA	FRED & FARID	SILVER
C3. Best use of digital PR	1ST BRANDED ONLINE ENTERTAINM	SAUDI TELECOM COMPANY - STC	Saudi Arabia	J. WALTER THOMPSON KSA	SILVER
C5. Best use of innovation	SpeakEmoji	SapientNitro (self-promotion)	UK	SapientNitro	GOLD
C5. Best use of innovation	NOSULUS RIFT	UBISOFT	France	BUZZMAN	GOLD
C6. Best use of influencer	JE NE SUPPORTE PAS LES BLEUS	ELLE'S IMAGINE'NT	France	BUZZMAN	GOLD