



CRISTAL FESTIVAL 2016 DIGITAL PRIZELIST

Categories	Entry Title	Client	Country	Entrant Company	AWARDS
B2. Automotive / Motorcycle / Automotive product	Eyes On Gigi	BMW Group	Germany	Serviceplan / KBS / Plan.Net	SILVER
B4. Services (other than financial)	The Voice	Google Taiwan	Taiwan	OMD Taiwan	GOLD + GRAND PRIX
B5. Charity / General interest	Girls of Paradise	Mouvement du Nid	France	McCann Paris	SILVER
B5. Charity / General interest	DIS MOI ELLIOT	MINISTERE DE LA SANTE	France	Isobar	BRONZE
B5. Charity / General interest	Search racism. Find truth."	Refugees Welcome	Switzerland	FCB Zürich	GOLD
B6. Culture / Entertainment / Games / Sport	Rink Bingo	Hockey Club Davos	Switzerland	FCB Zürich	GOLD
B7. Transport / Tourism / Travel	Cinema to go	Air France	France	BETC	BRONZE
B7. Transport / Tourism / Travel	Holidays on demand	Transavia	France	Les Gaulois	SILVER
B12. Media	Holidays on demand	Transavia	France	Les Gaulois	GOLD
B15. e-Commerce / Retail	Social Innovation Campaign	Lowe's	USA	BBDO New York	GOLD
B17. Corporate	#TWITTER10K	DICTIONNAIRES LE ROBERT	FRANCE	BABEL	BRONZE
C1. Web banner	Champion's Hijack	Go Sport	United Arab Emirates	TBWARAAD	GOLD
C4. Social video	Made in a Minute	Lowe's	USA	BBDO New York	GOLD
C4. Social video	#WholsTheKing	Burger King	France	Buzzman	BRONZE
D1. Viral film	Dads #ShareTheLoad	P&G India	India	BBDO India	GOLD
F. BRANDED GAMES	EYEZEN CHALLENGE	ESSILOR	FRANCE	HEREZIE	BRONZE
G1. Innovative use of social/community	#INSTAZOOMZ5 : THE FIRST ZOOM ON INSTAGRAM BY SONY	SONY MOBILE	FRANCE	ROSBEEF!	BRONZE
G1. Innovative use of social/community	In-a-Snap	Lowe's	USA	BBDO New York	SILVER
G2. Best use of blogger, influencer, celebrity	Switcheroo	Mars Chocolate North America	USA	BBDO New York	GOLD
H4. Best interface & navigation	The Responsive lookbook	Diesel	CHINA	FRED & FARID	SILVER
H5. Best use of video	Made in a Minute	Lowe's	USA	BBDO New York	BRONZE
H5. Best use of video	DIS MOI ELLIOT	MINISTERE DE LA SANTE	France	Isobar	GOLD
H5. Best use of video	The Australian Crowd-Coloured Short Film	Mondelez International	Australia	SapientNitro	SILVER
H6. Best photography	Journey To Your Dream/Ingrid	Danone	France	Wunderman Paris	SILVER
H8. Best data visualization	The end of society simulator	Ubisoft	France	BETC	SILVER
I. INTEGRATED CAMPAIGN	Social Innovation Campaign	Lowe's	USA	BBDO New York	SILVER
I. INTEGRATED CAMPAIGN	Extra Gum "Give Extra, get extra"	Wrigley, a Subsidiary of Mars, Incorporated	USA	Energy BBDO	GOLD