



CRISTAL FESTIVAL

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LUXURY PRIZELIST

Categories	Entry Title	Client	Country	Entrant Company	AWARD
A1. Film	JEAN PAUL GAULTIER	PUIG	FRANCE	Mazarine	SILVER
A2. Press	From Amsterdam, From Everywhere.	Scotch & Soda	france	Publicis 133	BRONZE
A5. Online video	Nutritive	Kérastase	france	Publicis 133	BRONZE
A5. Online video	VIDEO 360° JEAN PAUL GAULTIER	PUIG	FRANCE	Mazarine	SILVER
A5. Online video	Paper World	Champagne Collet	France	Mademoiselle Scarlett	BRONZE
A5. Online video	#Notcomingsoon	LouisXIII (Remy Cointreau)	USA	FRED & FARID	GOLD
B2. Best use of brand entertainment & content	A Story of the Kingdoms of the Moon and of the Sun - Chapter 1	PIERRE HERMÉ PARIS	FRANCE	DISKO	BRONZE
B2. Best use of brand entertainment & content	#Notcomingsoon	LouisXIII (Remy Cointreau)	USA	FRED & FARID	GOLD
B2. Best use of brand entertainment & content	LOUIS VUITTON SERIE 2	Louis Vuitton	France	mcgarrybowen luxury / SAME SAME BUT DIFFERENT CHINA	BRONZE
B3. Best website	launch of the new brand DS on digital	DS	France	Isobar	BRONZE
B5. Best use of mobile	City guide	Louis Vuitton	France	BETC	BRONZE
B6. Best use of social Media	Eyes On Gigi	BMW Group	Germany	Serviceplan	GOLD
C. INTEGRATED Minimum of 3 different media	BLACK XS BY PACO RABANNE	PACO RABANNE/PUIG	FRANCE	ROSBEEF!	SILVER
C. INTEGRATED Minimum of 3 different media	JEAN PAUL GAULTIER	PUIG	FRANCE	Mazarine	SILVER
C. INTEGRATED Minimum of 3 different media	LES JOURNÉES PARTICULIÈRES 2016	LVMH	FRANCE	HAVAS EVENTS	GOLD
C. INTEGRATED Minimum of 3 different media	#Notcomingsoon	LouisXIII (Remy Cointreau)	USA	FRED & FARID	GOLD + GRAND PRIX