



CRISTAL FESTIVAL

**CRISTAL FESTIVAL 2016
MEDIA PRIZELIST**

Categories	Entry Title	Client	Country	Entrant Company	Prize
A1. Consumer goods	CORNETTO LOVE NOTES	UNILEVER	CHINA	PHD CHINA	GOLD
A1. Consumer goods	So that Beirut Remains Almaza	Brasserie Almaza S.A.L. (part of Heineken group)	Lebanon	Starcom	SILVER
A1. Consumer goods	Share a Coke Summer campaign	Coca Cola	China	Starcom	BRONZE
A2. Automotive / Motorbike	Navara Work Hacks	Nissan Europe	FRANCE	DigitasLBI	SILVER
A2. Automotive / Motorbike	Feel Wimbledon with Andy Murray	Jaguar UK	UK	Mindshare UK	BRONZE
A3. Banking / Credit institution / Insurance	MasterCard and The Rugby World Cup	MasterCard	UK	Carat UK	BRONZE
A3. Banking / Credit institution / Insurance	The Mute Performance	BBVA	Peru	Mindshare Peru	GOLD
A5. Great cause / NGO	Swachh Aadat Swachh Bharat	Hindustan Unilever Limited	India	PHD India	BRONZE
A5. Great cause / NGO	Anti-bullying Bullying Campaign	CSSN	Canada	Touché!PHD / BIMMÉ!	BRONZE
A5. Great cause / NGO	Search racism. Find truth."	Refugees Welcome	Switzerland	FCB Zürich	SILVER
A5. Great cause / NGO	JE NE SUPPORTE PAS LES BLEUS	ELLE'S IMAGINE'NT	France	BUZZMAN	GOLD
A6. Public interest	New Songs	Acik Radyo	Turkey	Havas Istanbul	BRONZE
A6. Public interest	End The Silence	La Sirena	USA	OMD Dominican Republic	GOLD
A6. Public interest	SMS LAST WORDS	Global Road Safety Partenership	China	HAVAS Worldwide Shanghai	BRONZE
A6. Public interest	Shit Law	Territorio de Zaguates	Costa Rica	OMD Costa Rica	SILVER
A7. Telecommunication	The best is yet to come "Al Jay Afdal"	Mobily	United Arab Emirates	Initiative MENA	BRONZE
A9. Transport / Tourism	Emirates Movie Index	Emirates Holidays	United Arab Emirates	TBWARAAD	SILVER
A9. Transport / Tourism	Be There with Emirates	Emirates	UAE	Havas Media Middle East	BRONZE
A10. Sport / Leisure / Entertainment	Reinventing the athlete tour	Nike	China	Mindshare China	SILVER
A10. Sport / Leisure / Entertainment	Rink Bingo	Hockey Club Davos	Switzerland	FCB Zürich	BRONZE
A10. Sport / Leisure / Entertainment	Skip Friday 13	Loto Libanais	United Arab Emirates	Impact BBDO Dubai	BRONZE
A12. Beauty / Hygiene / Health product	Girl Emojis	P&G	UK & USA	Starcom	GOLD
A13. Luxury	#Notcomingsoon	Louis XIII (Remy Cointreau)	USA	FRED & FARID	SILVER

Categories	Entry Title	Client	Country	Entrant Company	Prize
A15. Retail / e-Commerce	Champion's Hijack	Go Sport	United Arab Emirates	TBWARAAD	SILVER
A15. Retail / e-Commerce	The Fashion Mag Hijack	Stylight	Germany	Mediaplus	BRONZE
A15. Retail / e-Commerce	Sharing the gift of reading at Christmas	Sainsbury's	London	PHD UK	GOLD
A16. Restaurants / Fast foods	KFC League of Legends	YUM!	China	Mindshare China	SILVER
A17. Corporate	Swachh Aadat Swachh Bharat	Hindustan Unilever Limited	India	PHD India	SILVER
B1. Youth (up to 18)	CORNETTO LOVE NOTES	UNILEVER	CHINA	PHD CHINA	GOLD
B1. Youth (up to 18)	Disney Zootopie	Disney	France	Havas Media Group France / Adcity	BRONZE
B1. Youth (up to 18)	Girl Emojis	P&G	US	Starcom	SILVER
B2. Men	Navara work Hacks	Nissan Europe	FRANCE	DigitasLBI	BRONZE
B3. Women	Samsung Her Program	Samsung Gulf Electronics	UAE	Starcom	SILVER
B3. Women	Al Nahdi Careem	Al Nahdi Pharmacy	KSA	Starcom	BRONZE
C1. Best use of Print	Champion's Hijack	Go Sport	United Arab Emirates	TBWARAAD	GOLD
C1. Best use of Print	Newsworthy Books	Jarir Bookstore	Saudi Arabia	J. Walter Thompson	BRONZE
C1. Best use of Print	Buff your Brain	INfluenzia	France	Glory Paris	BRONZE
C2. Best use of Outdoor	A campaign for the bin.	Stadtreinigung Hamburg	Germany	Mediaplus	BRONZE
C2. Best use of Outdoor	Disney Zootopie	Disney	France	Havas Media Group France / Adcity	GOLD
C2. Best use of Outdoor	Picnic Blanket	MBWS	FRANCE	ROSAPARK	SILVER
C2. Best use of Outdoor	Ma place est dans la salle	Prodiss	FRANCE	FRED & FARID	BRONZE
C3. Best use of Ambient	Carousel of Dreams	Europcar	FRANCE	ROSAPARK	SILVER
C3. Best use of Ambient	Apartment Stores	Delamaison	France	Nurun Paris	BRONZE
C3. Best use of Ambient	Eiffel Tower All Yours	HomeAway	France	Saatchi & Saatchi France	GOLD
C4. Best use of Audio	GE Podcast Theare Presents: The Message	GE	USA	BBDO New York	GOLD
C4. Best use of Audio	Beatz of Joy	Magic Planet	UAE	Mediavest Spark	BRONZE
C4. Best use of Audio	Listen Carefully	No More Tears	United Arab Emirates	Mediavest Spark	SILVER
C5. Best use of Screens	The Hologram Fashion Show	Mall of the Emirates	United Arab Emirates	Mediavest Spark	BRONZE
C5. Best use of Screens	BollyMojis	Zee Cinema	UAE	Mediavest Spark	BRONZE

Categories	Entry Title	Client	Country	Entrant Company	Prize
C6. Best use of Brand Content	#LEREMIX	MICROSOFT FRANCE	ND	CANAL+ REGIE	BRONZE
C6. Best use of Brand Content	Speak like The Patrón	Netflix	Italy	Netflix	GOLD
C6. Best use of Brand Content	The Mute Performance	BBVA	Peru	Mindshare Peru	SILVER
C6. Best use of Brand Content	#Notcomingsoon	Louis XIII (Remy Cointreau)	USA	FRED & FARID	SILVER
C7. Best use of Events	Orange Lights up the Eiffel Tower	Orange	France	Havas Sports & Entertainment	GOLD
C8. Best use of Digital	DISCOVER The World	Samsung Electronics	Germany	Cheil Germany GmbH	BRONZE
C8. Best use of Digital	CORNETTO LOVE NOTES	UNILEVER	CHINA	PHD CHINA	SILVER
C8. Best use of Digital	Unforgettable Costa Rica	Paniamor	USA	OMD Costa Rica	BRONZE
C9. Best use of Social Media	WhatsGerman	Plan.Net	Germany	Mediaplus	GOLD + GRAND PRIX
C9. Best use of Social Media	I Can Teach You Too	Dubai Cares	United Arab Emirates	J.Walter	BRONZE
C9. Best use of Social Media	Girl Emojis	P&G	US	Starcom	SILVER
C10. Best use of Mobile	In-a-Snap	Lowe's	USA	BBDO New York	GOLD
C10. Best use of Mobile	CORNETTO LOVE NOTES	UNILEVER	CHINA	PHD CHINA	SILVER
C10. Best use of Mobile	Feel Wimbledon with Andy Murray	Jaguar UK	UK	Mindshare UK	BRONZE
C11. Best use of Cultural Campaign	The better wishes	Google Taiwan	N/A	OMD Taiwan	SILVER
C11. Best use of Cultural Campaign	Giving the UK a very Polish Christmas	Sainsbury's	UK	PHD UK	SILVER
D. INTEGRATED CAMPAIGN	Sharing the gift of reading at Christmas	Sainsbury's	London	PHD UK	SILVER
D. INTEGRATED CAMPAIGN	Dads #ShareTheLoad (Integrated)	P&G India	India	BBDO India	SILVER
E1. Launch campaign	NOSULUS RIFT	UBISOFT	Paris	BUZZMAN	BRONZE