



CRISTAL FESTIVAL 2016

MARKETING INNOVATION - DATA - INTERNET OF THINGS PRIZELIST

MARKETING INNOVATION					
Categories	Entry Title	Client	Country	Entrant Company	Awards
A1. Best creative technology	Opel Mind	Opel France	France	Tips tank / Reinsdyr	GOLD
A1. Best creative technology	Noël Extra Polaire	Galeries Lafayette	France	Sky Boy	SILVER
A2. Best product/ service reinventing the consumer relationship	NOSULUS RIFT	UBISOFT	France	BUZZMAN	GOLD
A4. Best consumer experience	Samsung Life Changer	Samsung Electronics France	France	Cheil France	BRONZE
A4. Best consumer experience	CHEKHOV IS ALIVE	Google	Russia	ARK CONNECT	GOLD
A4. Best consumer experience	#BUTATRAPPEZLESTOUS	BUT	FRANCE	CHANGE	SILVER
A5. Best societal transformation	Not Just Special But Super	City Centre Deira/Mirdif	UAE	Mediavest Spark	SILVER
A5. Best societal transformation	Dads #ShareTheLoad (Integrated)	P&G India	India	BBDO India	GOLD
B3. Best use of mobile	Mobile-to-Store Campaign	Subway France	France	S4M / Mediacom	GOLD
B3. Best use of mobile	CORNETTO LOVE NOTES	UNILEVER	CHINA	PHD CHINA	BRONZE
B4. Best use of Data or innovative technology to improve the consumer self-experience	McDonald's Capacity-based advertising	McDonald's	singapore	OMD Singapore	GOLD
B5. Best use of social media	LIKEABLE DISCOUNT	TrendsBrands.ru	Russia	Young and Rubicam FMS LLC / Mindshare Russia	SILVER
B5. Best use of social media	#FeelWelcomeFromThe1stTweet	AccorHotels	France	Publicis Conseil	SILVER
B.6. best use of big data analysis / algorithms	UBS Planet Art	UBS AG	Germany	Razorfish GmbH	GOLD
C1. Telecommunication & IT	Samsung Life Changer	Samsung Electronics France	France	Cheil France	BRONZE
C1. Telecommunication & IT	Google Escape	Google France	France	We are social	SILVER
C3. Food & Beverages	Mobile-to-Store Campaign	Subway France	France	S4M / Mediacom	GOLD
DATA					
Categories	Entry Title	Client	Country	Entrant Company	Awards
A.2. Big data	Paradiski YUGE	Paradiski	France	Fullsix	GOLD
A.4. Quantified Self	Eurosport Tour	Eurosport	France	Addiction Agency	SILVER
A.7. Data Mobility	The end of society simulator	Ubisoft	France	BETC/BETC Digital	GOLD
B.1. Journalism	UBS Planet Art	UBS AG	Germany	Razorfish GmbH	SILVER
B.2. Science/ Health	Fitness Tracker	ACCENTURE Interactive	France	Accenture	GOLD
B.4. Government/ General Interest	TUP - Trouver un préservatif	Merck MSD France / HF Prevention	France	Addiction Agency	BRONZE
B.4. Government/ General Interest	Real Time Donations	diakonia Dienstleistungsbetriebe GmbH	Germany	Kinetic Worldwide Germany GmbH	GOLD
B.9. B to B	FINDING CHINESE CHEFS	UNILEVER	CHINA	PHD CHINA	SILVER
INTERNET OF THINGS					
Categories	Entry Title	Client	Country	Entrant Company	Awards
8. Technology / Telecommunications	Emotion Capture Box	Orange France	France	Publicis Conseil	GOLD + GRAND PRIX
21. Virtual reality / augmented reality	NOSULUS RIFT	UBISOFT	France	BUZZMAN	GOLD