



CRISTAL FESTIVAL 2016
PROMO & DIRECT PRIZELIST

Categories	Entry Title	Client	Country	Entrant Company	Award
A2. Client acquisition	Nissan leaf zero queue	Nissan	FRANCE	DigitasLBI	SILVER
A3. Drive to store/ to e-shop	Champion's Hijack	Go Sport	United Arab Emirates	TBWARAAD	GOLD
A3. Drive to store/ to e-shop	Paris Is Our Gift	Paris Aéroport	FRANCE	W&Cie	BRONZE
A7. Client contact via mobile communication	Team Kenya	Diageo	South Africa	Net#work BBDO	SILVER
A10. Best use of merchandising/in-store marketing	One-Drop Bottle	Pril	United Arab Emirates	TBWARAAD	GOLD + GRAND PRIX
A11. Best use of broadcast in a promotional campaign	Mega Manager	Hasbro	Russia	Marvelous	BRONZE
A12. Best use of print, classic outdoor in a promotional campaign	Picnic Blanket	MBWS	FRANCE	ROSAPARK	BRONZE
A13. Best use of ambient in a promotional campaign	Samsowrap	Samsonite	France	Publicis Conseil	GOLD
A13. Best use of ambient in a promotional campaign	Apartment Stores	Delamaison	France	Nurun Paris	SILVER
A13. Best use of ambient in a promotional campaign	Eiffel Tower All Yours	HomeAway	France	Saatchi & Saatchi France	SILVER
A14. Best use of digital in a promotional campaign	The Responsive lookbook	Diesel	CHINA	FRED & FARID	BRONZE
A14. Best use of digital in a promotional campaign	Skip Friday 13	Loto Libanaise	United Arab Emirates	Impact BBDO Dubai	SILVER
A20. Best use of promo & activation led by digital & social	LIKEABLE DISCOUNT	TrendsBrands.ru	Russia	Young and Rubicam FMS LLC / Mindshare Russia	BRONZE
A20. Best use of promo & activation led by digital & social	Cinema to go	Air France	France	BETC	SILVER
A21. Best integrated campaign led by direct marketing	The Good Note	Bou Khalil Supermarché	Lebanon	J. Walter Thompson Beirut	GOLD
A21. Best integrated campaign led by direct marketing	Eat your run	Decathlon	FRANCE	ROSAPARK	SILVER
A22. Best integrated campaign led by promo & activation	Sharing the gift of reading at Christmas	Sainsbury's	United Kingdom	PHD UK	BRONZE

Categories	Entry Title	Client	Country	Entrant Company	Award
A24. Best technological innovation	NOSULUS RIFT	UBISOFT	France	BUZZMAN	GOLD
B1. Consumer goods	Upside down can	Orangina	France	BETC	SILVER
B1. Consumer goods	#Notcomingsoon	Louis XIII (Rémy Cointreau)	USA	FRED & FARID	BRONZE
B3. Home	One-Drop Bottle	Pril	United Arab Emirates	TBWARAAD	SILVER
B3. Home	Apartment Stores	Delamaison	France	Nurun Paris	GOLD + GRAND PRIX France
B4. Insurance / Banking / Financial service	Health	Axa	France	Publicis Conseil	BRONZE
B6. Entertainment / Travel / Tourism	Eiffel Tower All Yours	HomeAway	France	Saatchi & Saatchi France	GOLD
B10. NGO / Great cause / Charity	Girls of Paradise	Mouvement du Nid	France	McCann Paris	GOLD
B12. Restaurant & fast food	#WholsTheKing	Burger King France	France	BUZZMAN	BRONZE