



**CRISTAL FESTIVAL**

## CRISTAL FESTIVAL 2016 SPORTS MARKETING PRIZELIST

Categories	Entry Title	Client	Country	Entrant Company	AWARD
A1. TV/Cinema	Orange Euro 2016 « Le recruteur »	Orange International	France	Publicis Conseil	BRONZE
A1. TV/Cinema	Stride Gum Presents Heaven Sent	Mondelēz International	USA	Amusement Park Entertainment	BRONZE
A2. Online video	SAMSUNG OLYMPICS	SAMSUNG	FRANCE	WILLIE BEAMEN	BRONZE
A2. Online video	GRIEZMANN HOTLINE	PUMA	France	BUZZMAN	GOLD
A3. Press	Champion's Hijack	Go Sport	United Arab Emirates	TBWARAAD	GOLD
A5. Radio	The Loud Challenge	Moscow RaceWay	Russia	Marvelous	GOLD
<b>B1. Best use of digital</b>	<b>Eurosport Tour</b>	<b>Eurosport</b>	<b>France</b>	<b>Addiction Agency</b>	<b>GOLD + GRAND PRIX</b>
B1. Best use of digital	SAMSUNG OLYMPICS	SAMSUNG	FRANCE	WILLIE BEAMEN	SILVER
B1. Best use of digital	Rink Bingo	Hockey Club Davos	Switzerland	FCB Zürich	GOLD
B2. Best use of mobile	Champion's Hijack	Go Sport	United Arab Emirates	TBWARAAD	SILVER
B2. Best use of mobile	Eurosport Tour	Eurosport	France	Addiction Agency	BRONZE
B3. Best use of social media	#Airline Wager	Air New Zealand	Australia	Host	SILVER
B4. Best use of experiential event	The Base Moscow	adidas	Russia	Louder Active LLC	BRONZE
C. Integrated campaign	Eat your run	Decathlon	FRANCE	ROSAPARK	SILVER