



# PRIZELIST MEDIA CRISTAL (WORLDWIDE)

## A1 - Food Products / Drinks / Mass Consumption Products

| ID    | Campaign Name                   | Ad Title             | Advertiser                  | Agency Name             | Country     | Award   |
|-------|---------------------------------|----------------------|-----------------------------|-------------------------|-------------|---------|
| 918-8 | Milka Last Square               |                      | Mondelez international      | Buzzman                 | France      | Emerald |
| 684-1 | Rekorderlig on Trend            | Rekorderlig on Trend | Redwood Cider Company       | Sparkphd                | New Zealand | Emerald |
| 723-1 | Do You Want Duracell With That? |                      | Procter & Gamble / Duracell | Starcom MediaVest Group | USA         | Cristal |

## A2 - Automobile / Automotive Products

| ID     | Campaign Name        | Ad Title       | Advertiser         | Agency Name                    | Country | Award    |
|--------|----------------------|----------------|--------------------|--------------------------------|---------|----------|
| 676-6  | Skoda Hostel         | Skoda Hostel   | Skoda              | BBDO Russia Group              | Russia  | Cristal  |
| 520-11 | Toyota Hilux Ramadan | Toyota Ramadan | Abdul Latif Jameel | Drive Dentsu/ Jeddah           | KSA     | Emerald  |
| 885-4  | KIA CARS (REVOO)     |                | KIA                | Innocean Worldwide Europe GmbH | Germany | Sapphire |

## A3 - Banking / Credit Establishment / Insurance

| ID     | Campaign Name                       | Ad Title                            | Advertiser                    | Agency Name | Country      | Award    |
|--------|-------------------------------------|-------------------------------------|-------------------------------|-------------|--------------|----------|
| 475-17 | HSBC Car Lover's Lie Detector Test. | HSBC Car Lover's Lie Detector Test. | HSBC                          | JWT         | UAE          | Emerald  |
| 479-6  | SABB SALE                           | SABB Little Space. Big Impact       | SABB - THE SAUDI BRITISH BANK | JWT Riyadh  | Saudi Arabia | Sapphire |

## A4 - Services (other than Financial)

| ID    | Campaign Name           | Ad Title                | Advertiser               | Agency Name | Country | Award    |
|-------|-------------------------|-------------------------|--------------------------|-------------|---------|----------|
| 664-1 | A cup of coffee, please | A cup of coffee, please | Language centre Talisman | Cosmos      | Russia  | Sapphire |
| 886-2 | Recipe for Success      | Recipe for Success      | Sainsbury's              | PHD         | UK      | Cristal  |

## A5 - Great Causes / Public Interest

| ID     | Campaign Name               | Ad Title                    | Advertiser         | Agency Name        | Country   | Award    |
|--------|-----------------------------|-----------------------------|--------------------|--------------------|-----------|----------|
| 737-27 | A RING TO BRING THEM CLOSER | A RING TO BRING THEM CLOSER | McDonald's         | Leo Burnett Moscow | Russia    | Cristal  |
| 901-4  | Missing Children            | Missing Children            | Maes da Se         | Agencia Africa     | Brazil    | Emerald  |
| 950-9  | Ver para Entender           |                             | ONU                | OMD Guatemala      | Guatemala | Sapphire |
| 825-9  | Up 2 all of Us!             | Stand Up To Cancer          | Stand Up To Cancer | OMD USA            | USA       | Emerald  |

## A6 - Media / Culture / Leisure

| ID     | Campaign Name         | Ad Title              | Advertiser                        | Agency Name       | Country | Award    |
|--------|-----------------------|-----------------------|-----------------------------------|-------------------|---------|----------|
| 471-4  | The XFactor Arabia    |                       | Future Media                      | OMD UAE           | UAE     | Emerald  |
| 484-29 | Film Personality Test | Film Personality Test | Dubai International Film Festival | Leo Burnett Dubai | UAE     | Sapphire |

### A7 - Transport / Tourism

| ID    | Campaign Name    | Ad Title         | Advertiser       | Agency Name             | Country | Award    |
|-------|------------------|------------------|------------------|-------------------------|---------|----------|
| 886-1 | Matching Luggage | Matching Luggage | Expedia          | PHD                     | UK      | Sapphire |
| 476-1 | Hello Tomorrow   | Emirates Airline | Emirates Airline | Starcom Mediavest Group | UAE     | Emerald  |

### A8 - Beauty / Hygiene / Health Products

| ID     | Campaign Name           | Ad Title                | Advertiser                                   | Agency Name               | Country | Award   |
|--------|-------------------------|-------------------------|----------------------------------------------|---------------------------|---------|---------|
| 681-18 | CLEAR WINNING MOMENTS   |                         | UNILEVER                                     | PHD                       | CHINA   | Emerald |
| 922-2  | CINZIA YOUR SKIN FRIEND | CINZIA YOUR SKIN FRIEND | IDI Farmaceutici (Merck Sharp & Dohme Group) | LEO BURNETT CO. Srl Milan | Italy   | Emerald |

### B1 - Youth (up to 18)

| ID     | Campaign Name           | Ad Title | Advertiser | Agency Name | Country | Award    |
|--------|-------------------------|----------|------------|-------------|---------|----------|
| 681-13 | LOVE IN DIFFERENT TENSE |          | UNILEVER   | PHD         | CHINA   | Sapphire |

### B2 - Men

| ID     | Campaign Name                      | Ad Title                           | Advertiser | Agency Name             | Country   | Award    |
|--------|------------------------------------|------------------------------------|------------|-------------------------|-----------|----------|
| 807-10 | Every man has a PERFORMAN fantasy. | Every man has a PERFORMAN fantasy. | Durex      | PHD Hong Kong / KITCHEN | Hong Kong | Sapphire |

### B3 - Women

| ID     | Campaign Name      | Ad Title                | Advertiser   | Agency Name | Country | Award   |
|--------|--------------------|-------------------------|--------------|-------------|---------|---------|
| 475-27 | Feel For The Signs | Breast Cancer Awareness | Pink Caravan | JWT Dubai   | UAE     | Emerald |

### C1 - Best Use of Print

| ID    | Campaign Name                            | Ad Title                                 | Advertiser                              | Agency Name            | Country  | Award   |
|-------|------------------------------------------|------------------------------------------|-----------------------------------------|------------------------|----------|---------|
| 883-1 | Will The Real Men Please Stand Up        | Will The Real Men Please Stand Up        | QSR Brands (M) Holdings Sdn Bhd         | UM Malaysia            | Malaysia | Emerald |
| 891-1 | In Search of the Great American Cocktail | In Search of the Great American Cocktail | Brown-Forman                            | UM London              | UK       | Emerald |
| 809-1 | Polish Union of Tranplantation Medecine  | Reborn                                   | Polish Union of Tranplantation Medecine | Havas Worldwide Warsaw | Poland   | Emerald |

### C2 - Best Use of Outdoor

| ID     | Campaign Name                      | Ad Title                           | Advertiser                                      | Agency Name          | Country | Award   |
|--------|------------------------------------|------------------------------------|-------------------------------------------------|----------------------|---------|---------|
| 463-18 | Carefree Secret Talks              | Carefree Secret Talks              | Johnson & Johnson Middle East FZ-LLC            | Initiative           | UAE     | Emerald |
| 719-1  | First Ever Potable Water Billboard | First Ever Potable Water Billboard | University of Engineering and Technology - UTEC | Media.Connection BPN | Peru    | Cristal |

### C3 - Best Use of Ambient

| ID     | Campaign Name             | Ad Title                  | Advertiser               | Agency Name          | Country | Award    |
|--------|---------------------------|---------------------------|--------------------------|----------------------|---------|----------|
| 520-13 | Toyota Hilux Ramadan      | Toyota Ramadan            | Abdul Latif Jameel       | Drive Dentsu/ Jeddah | KSA     | Cristal  |
| 676-12 | The Unexpected Test Drive | The Unexpected Test Drive | Mercedes Benz AG         | BBDO Russia Group    | Russia  | Emerald  |
| 527-3  | Crash Text Dummies        |                           | Nissan                   | TBWARAAD             | UAE     | Emerald  |
| 475-28 | Feel For The Signs        | Breast Cancer Awareness   | Pink Caravan             | JWT Dubai            | UAE     | Emerald  |
| 664-2  | A cup of coffee, please   | A cup of coffee, please   | Language centre Talisman | Cosmos               | Russia  | Sapphire |

### C4 - Best Use of Audio (Podcat, Radio)

| ID     | Campaign Name             | Ad Title                  | Advertiser       | Agency Name       | Country | Award   |
|--------|---------------------------|---------------------------|------------------|-------------------|---------|---------|
| 484-31 | Eat then floss then brush | Eat then floss then brush | Procter & Gamble | Leo Burnett Dubai | UAE     | Emerald |

### C5 - Best Use of Screens (TV, Outdoor Screens, Cinema)

| ID     | Campaign Name       | Ad Title                      | Advertiser                    | Agency Name | Country      | Award    |
|--------|---------------------|-------------------------------|-------------------------------|-------------|--------------|----------|
| 479-7  | SABB SALE           | SABB Little Space. Big Impact | SABB - THE SAUDI BRITISH BANK | JWT Riyadh  | Saudi Arabia | Sapphire |
| 885-12 | THE 50TH YEARS RACE |                               | CARREFOUR                     | HAVAS MEDIA | France       | Emerald  |

### C6 - Best Use of Brand Content

| ID     | Campaign Name           | Ad Title       | Advertiser            | Agency Name             | Country   | Award    |
|--------|-------------------------|----------------|-----------------------|-------------------------|-----------|----------|
| 681-12 | LOVE IN DIFFERENT TENSE |                | UNILEVER              | PHD                     | CHINA     | Sapphire |
| 691-5  | From Shelter to Stage   |                | Mars Petcare PEDIGREE | Starcom MediaVest Group | USA       | Cristal  |
| 886-3  | What's Cooking          | What's Cooking | Sainsbury's           | PHD                     | UK        | Emerald  |
| 681-17 | CLEAR WINNING MOMENTS   |                | UNILEVER              | PHD                     | CHINA     | Emerald  |
| 950-10 | SAP a la Tortrix        |                | Frito Lay             | OMD Guatemala           | Guatemala | Emerald  |

### C7 - Best Use of Events

| ID    | Campaign Name     | Ad Title | Advertiser             | Agency Name     | Country     | Award   |
|-------|-------------------|----------|------------------------|-----------------|-------------|---------|
| 950-5 | The Last Meal     |          | Amnistia Internacional | PHD Puerto Rico | Puerto Rico | Cristal |
| 851-1 | Turn on the color |          | IKEA                   | INSTINCT        | Russia      | Emerald |

### C8 - Best Use of Digital

| ID     | Campaign Name  | Ad Title | Advertiser | Agency Name                 | Country | Award   |
|--------|----------------|----------|------------|-----------------------------|---------|---------|
| 885-25 | Enter the Game |          | Konami     | Havas Sport & Entertainment | Spain   | Emerald |

### C9 - Best Use of Social Media

| ID     | Campaign Name                        | Ad Title                        | Advertiser                           | Agency Name             | Country         | Award    |
|--------|--------------------------------------|---------------------------------|--------------------------------------|-------------------------|-----------------|----------|
| 789-3  | Heineken, The Candidate              | The Candidate                   | HEINEKEN INTERNATIONAL               | Starcom Mediavest Group | The Netherlands | Sapphire |
| 885-10 | 1 million de arboles de mangle       | 1 millioin de arboles de mangle | Water Bottler                        | Havas Media             | Mexico          | Emerald  |
| 847-1  | ACTIONAID INTERNATIONAL ITALIA ONLUS | DONALITUOPROFILO                | ACTIONAID INTERNATIONAL ITALIA ONLUS | DLVBDDO                 | Italy           | Emerald  |

### C10 - Best Use of Mobile

| ID    | Campaign Name         | Ad Title              | Advertiser              | Agency Name       | Country   | Award    |
|-------|-----------------------|-----------------------|-------------------------|-------------------|-----------|----------|
| 484-6 | Nawras Piggybacking   | Nawras Piggybacking   | Nawras                  | Leo Burnett Dubai | UAE       | Emerald  |
| 740-6 | Good Life Club        |                       | Hindustan Unilever Ltd. | PHD India         | India     | Sapphire |
| 807-3 | See The World at Home | See The World at Home | Wyeth Gold              | OMD Hong Kong     | Hong Kong | Emerald  |

### C11 - Best Use of Cultural Campaign

| ID     | Campaign Name                            | Ad Title                                 | Advertiser                                    | Agency Name        | Country   | Award    |
|--------|------------------------------------------|------------------------------------------|-----------------------------------------------|--------------------|-----------|----------|
| 844-23 | THE COUNTRYWIDE JOKE                     | THE COUNTRYWIDE JOKE                     | CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL | FRED & FARID GROUP | France    | Emerald  |
| 950-8  | SAP a la Tortrix                         |                                          | Frito Lay                                     | OMD Guatemala      | Guatemala | Emerald  |
| 883-2  | Listerine Makes Malaysia Smile Naturally | Listerine Makes Malaysia Smile Naturally | Johnson and Johnson Malaysia                  | UM Malaysia        | Malaysia  | Sapphire |

### C12 - Best Use of Addressed & Unaddressed Mailing

| ID     | Campaign Name                      | Ad Title                            | Advertiser                 | Agency Name | Country | Award    |
|--------|------------------------------------|-------------------------------------|----------------------------|-------------|---------|----------|
| 909-1  | Galaxy Note 3 & Galaxy Gear Launch | Galaxy Note 3 & Galaxy Gear Mailing | Samsung Electronics France | zonefranche | France  | Sapphire |
| 918-10 | Milka Last Square                  |                                     | Mondelez international     | Buzzman     | France  | Cristal  |

### D - Integrated Campaign (minimum of 3 Medias)

| ID            | Campaign Name                      | Ad Title                           | Advertiser                    | Agency Name             | Country            | Award                       |
|---------------|------------------------------------|------------------------------------|-------------------------------|-------------------------|--------------------|-----------------------------|
| <b>918-11</b> | <b>Milka Last Square</b>           |                                    | <b>Mondelez international</b> | <b>Buzzman</b>          | <b>France</b>      | <b>Grand Cristal France</b> |
| 950-1         | What does Absolut Sound Like       |                                    | Pernod Ricard                 | PHD                     | Colombia           | Sapphire                    |
| 950-6         | Gastronomic Heritage               |                                    | Rica                          | OMD Dominican Republic  | Dominican Republic | Cristal                     |
| 737-28        | A RING TO BRING THEM CLOSER        | A RING TO BRING THEM CLOSER        | McDonald's                    | Leo Burnett Moscow      | Russia             | Sapphire                    |
| 807-14        | Every man has a PERFORMAN fantasy. | Every man has a PERFORMAN fantasy. | Durex                         | PHD Hong Kong / KITCHEN | Hong Kong          | Emerald                     |

### E1 - Launch Campaign

| ID           | Campaign Name               | Ad Title | Advertiser            | Agency Name                   | Country                   | Award                |
|--------------|-----------------------------|----------|-----------------------|-------------------------------|---------------------------|----------------------|
| <b>950-7</b> | <b>Gastronomic Heritage</b> |          | <b>Rica</b>           | <b>OMD Dominican Republic</b> | <b>Dominican Republic</b> | <b>Grand Cristal</b> |
| 691-2        | Restarting the Mythology    |          | Microsoft Corporation | Starcom MediaVest Group       | USA                       | Emerald              |

### E2 - Environment & Sustainable Development

| ID     | Campaign Name            | Ad Title            | Advertiser    | Agency Name | Country | Award    |
|--------|--------------------------|---------------------|---------------|-------------|---------|----------|
| 885-11 | 1 Million Mangrove Trees |                     | Water Bottler | Havas Media | Mexico  | Sapphire |
| 968-7  | The WWF 'Rare Page'      | The WWF 'Rare Page' | WWF           | Hungry Boys | Russia  | Emerald  |