

FILM CRISTAL

1. Food Beverages

- Snickers – Airport (World Cup Spots)
Client: Masterfoods Middle East FZE
Agency: Impact BBDO Dubai
- Red Mug - Bedridden
Client: Nestle Middle East
Agency: Fortune Promoseven Dubai
- Pepsi – Pepsi Hair
Client: Pepsico International
Agency: Impact BBDO Jeddah

2. Telecom

- Nedjma Zidane
Client: Wataniya Telecom Algerie – Nedjma
Agency: Karoui & Karoui Advertising Algerie
- Old Man
Client: Mobinil GSM Operator
Agency: Leo Burnett Cairo
- Convergence
Client: Oger Telecom
Agency: JWT Beirut

3. Cars, Motorcycles, Transport

- Yukon “Robots”
Clients: General Motors
Agency: Leo Burnett Dubai
- Toyota Landcruiser – GPS
Client: Al Wataniya
Agency: Drive Communiation Jeddah
- The Chase
Client: Shell KSA
Agency: JWT Beirut

4. Services (Insurance, Banking and Other Services)

- Home
Client: Dubai Properties
Agency: Leo Burnett Dubai
- National Anthem
Client: Byblos Bank
Agency: Grey Worldwide Beirut

- QNB – Asian Games
Client: Qatar National Bank
Agency: Fortune Promoseven Qatar

5. Leisure (Tourism, Sports, Games)

- Horse Rider
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut
- Torsh Relay
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut
- In Games
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut

6. Media

- MBC Campaign (Airport, Drama, Game Show, Taxi)
Client: MBC
Agency: JWT Saudi Arabia
- Gebran Tueini - The Voice of Freedom
Client: An Nahar
Agency: Grey Worldwide Beirut

7. Home, Clothing, Accessories

- I Have An Affair With Fashion
Client: Etoile – La Boutique
Agency: Euro RSCG Promopub Dubai

8. Beauty, Toiletries, Health

- Tide – Rooster
Client: Procter & Gamble
Agency: H&C Leo Burnett Beirut
- Hamol Depilan – Lipstick
Client: Gaston Banna & Sons Co.
Agency: JWT Damascus

9. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

- Animals
Client: Ministry Of Social Affairs
Agency: Saatchi & Saatchi Levant Beirut
- Bed
Client: UNICEF
Agency: Grey Worldwide Beirut

- Act Now – Hollywood
Client: Ministère de l'Information
Agency: Publicis Graphics Beirut

OUTDOOR CRISTAL

1. Food Beverages

- Hopscotch
Client: Fromageries Bel
Agency: Saatchi & Saatchi Dubai
- Special K Freedom
Client: Kellogg's
Agency: Leo Burnett Dubai

2. Telecom

- Motorola SLVR L6 & L7
Client: Motorola
Agency: Memac Ogilvy Dubai
- Super
Client: Terranet
Agency: JWT Beirut

3. Cars, Motorcycles, Transport

- Beijing
Client: Emirates Airlines
Agency: Impact BBDO Dubai

4. Services (Insurance, Banking and Other Services)

- Chef
Client: L'Ex
Agency: Impact BBDO Beirut
- Art & Flowers
Client: Art & Flowers
Agency: Leo Burnett Dubai

5. Leisure (Tourism, Sports, Games)

- Sides
Client: Bahrain International Circuit
Agency: Fortune Promoseven Bahrain

6. Media

NO NOMINATION / NO AWARDS

7. Home, Clothing, Accessories

- Wedding Campaign (Mixed Mariage, Civil Mariage, Mariage d'Intérêt)
Client: Exotica Flower Shop
Agency: H&C Leo Burnett Beirut

- Father's Day
Client: Exotica Flower Shop
Agency: H&C Leo Burnett Beirut

8. Beauty, Toiletries, Health

- Strepsil – Relief
Client: Fattal Holding
Agency: Lowe Pimo Beirut
- Black Board Eraser
Client: Procter & Gamble
Agency: Leo Burnett Cairo
- Sink
Client: Procter & Gamble
Agency: Leo Burnett Cairo

9. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

- 05 Amam Campaign (Parking, Car Plate)
Client: 05 Amam
Agency: H&C Leo Burnett Beirut
- Road Safety
Client: General Motors
Agency: Leo Burnett Dubai
- Support
Client: Children Cancer Center of Lebanon
Agency: Impact BBDO Beirut

MAGAZINE CRISTAL

1. Food Beverages

- Diet Pepsi – Fernando Botaro
Client: Pepsi Co. International
Agency: Impact BBDO Dubai
- Lion Bar Campaign (Handbag, Fur Coat, Deer)
Client: Nestlé
Agency: JWT Dubai
- Kit Kat Campaign (Exit Sign, Bathroom sign)
Client: Nestlé
Agency: JWT Dubai

2. Telecom

NO AWARDS

3. Cars, Motorcycles, Transport

- You are here
Client: Gargash Entreprises – Mercedes
Agency: JWT Dubai
- Yukon – XL Press
Client: General Motors
Agency: Leo Burnett Dubai
- Hummer Campaign (Predator, Reptile, Drinking)
Client: General Motors
Agency: Leo Burnett Dubai

4. Services (Insurance, Banking and Other Services)

- Flag
Client: National Bank of Dubai
Agency: Leo Burnett Dubai
- Suit
Client: Gulf Saatchi & Saatchi
Agency: Gulf Saatchi & Saatchi Bahrain
- Asian Games
Client: Qatar National Bank
Agency: Jacques Moussa – Fortune Promoseven

5. Leisure (Tourism, Sports, Games)

- F1 – Driving Days
Client: Bahrain International Circuit
Agency: Fortune Promoseven Bahrain

6. Media

- Nile LP's 2
Client: NPR
Agency: JWT Cairo
- Signature Clapper
Client: Signature Productions
Agency: Impact BBDO Beirut

7. Home, Clothing, Accessories

- Wallet
Client: Sony Middle East – Gulf FZE
Agency: Saatchi & Saatchi Dubai
- Ariel Campaign (Thief, Pervert, Goal, Kidnap)
Client: Procter & Gamble
Agency: Saatchi & Saatchi Dubai

8. Beauty, Toiletries, Health

- Undo
Client: Procter & Gamble Olay
Agency: Saatchi & Saatchi Dubai
- Book
Client: Boston Medical Group
Agency: Fortune Promoseven Bahrain

9. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

- Amnesty International Campaign (Imprisoned, Tortured, Abused)
Client: Amnesty International
Agency: JWT Dubai
- 05 Amam Campaign (Interphone, Classified, Doctor)
Client: 05 Amam
Agency: H&C Leo Burnett Beirut
- Don't Drink & Drive Campaign
Client: Time Out Dubai
Agency: Saatchi & Saatchi Dubai

PRESS DAILY CRISTAL

1. Food Beverages

- Kefraya Vine
Client: ETS Khalil Fattal & Fils
Agency: Impact BBDO Beirut
- La Vache qui rit Campaign (Soldiers, Cars, Hulk)
Client: Fromageries Bel
Agency: Saatchi & Saatchi Dubai
- Rainbow Calcium – Spinal Cord
Client: Frieslani
Agency: TD&A DDB Sharjah

2. Telecom

NO NOMINATION / NO AWARDS

3. Cars, Motorcycles, Transport

- Chauffeur Drive
Client: Emirates Airlines
Agency: Impact BBDO Dubai
- Qatar Christmas Campaign
Client: Qatar Airways
Agency: DDB Levant Beirut

4. Services (Insurance, Banking and Other Services)

- 10 ans d'ESA
Client: Ecole Supérieure des Affaires
Agency: Publicis Graphics Beirut
- The Catterpillars are here. The Dinosaurs will follow
Client: City of Arabia
Agency: Intermarkets Advertising Dubai
- Barcode
Client: National Societe General de Banque – NSGB
Agency: Leo Burnett cairo

5. Leisure (Tourism, Sports, Games)

- Book Store – Companions Campaign
Client: House of Prose
Agency: TD&A DDB Sharjah
- Echolac – Space Campaign (Basketball, Bridge, Pool)
Client: Kalpi Trading
Agency: TD&A DDB Sharjah

6. Media

NO NOMINATION / NO AWARDS

7. Home, Clothing, Accessories

- Tide Campaign (House, Out)
Client: Procter & Gamble Saudi Arabia
Agency: Leo Burnett Dubai
- Merry Christmas
Client: Babyshop, Our Winter Collection
Agency: Intermarkets Advertising Dubai

8. Beauty, Toiletries, Health

- Death Sentence (Vape)
Client: Foods & Drugs Corporation (FDC)
Agency: Impact BBDO Beirut
- Durex Campaign
Client: Henkel Durex
Agency: DDB Levant SAL Beirut

9. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

- L'eau... Trésor du Liban Campaign
Client: DDB Levant SAL
Agency: DDB Levant SAL Beirut
- Beat Cancer Through Art
Client: Burjuman
Agency: Intermarkets Advertising Dubai

MARKETING SERVICES CRISTAL

COMMUNICATION TOOL

1. Mailing

- Microsoft - Gotcha
Client: Microsoft Gulf
Agency: Wunderman Dubai

- Adobe - The Face Saver
Client: Adobe
Agency: Wunderman Dubai

2. Promotions (on pack, games, competitions, on-site publicity...)

- M&M's Miss Green Launch
Client: Masterfoods Middle East FZE
Agency: Impact BBDO Dubai

3. Response Publicity (TV, bill-board, press...)

- Viagra - Vending Machine
Client: Pfizer KSA
Agency: RMG Connect (Saudi Arabia)

- Viagra - Straw
Client: Pfizer KSA
Agency: RMG Connect (Saudi Arabia)

- Viagra - Straw and Vending Machine "Humour Category"
Client: Pfizer KSA
Agency: RMG Connect (Saudi Arabia)

PRODUCT CATEGORY - All categories combined

- Snickers Football
Client: Masterfoods Middle East FZE
Agency: Impact BBDO Dubai

- M&M's Miss Green Launch
Client: Masterfoods Middle East FZE
Agency: Impact BBDO Dubai