

FILM CRISTAL

1. Food Beverages

- Snickers – Airport (World Cup Spots)
Client: Masterfoods Middle East FZE
Agency: Impact BBDO Dubai
- Red Mug - Bedridden
Client: Assaad Bou Jawdeh – Nestle Middle East
Agency: Fortune Promoseven Dubai
- Pepsi – Pepsi Hair
Client: Pepsico International
Agency: Impact BBDO Jeddah
- Civil War
Client: M-Nassie & Fils
Agency: JWT Beirut
- Football: Confetti
Client: Pepsico International
Agency: Impact BBDO Jeddah
- Ricochet
Client: Sotubi/Major
Agency: Memac Ogilvy Tunisia
- Trigger Hunger 5
Client: Food & Fine Pastries Manufacturing Company
Agency: Memac Ogilvy Jeddah
- Car Park
Client: Pepsi Co. International
Agency: impact BBDO Dubai

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
- Police
Client: Wataniya
Agency: Impact BBDO Kuwait

- Vodafone Network
Client: Vodafone Egypt
Agency: JWT Cairo
- Mobinil Campaign (Aywa , Desert, Cofee Shop)
Client: Mobinil GSM Operator
Agency: Leo Burnett Cairo
- Family
Client: MTC-Vodafone
Agency: JWT Kuwait
- Ramadan Kareem
Client: Etihad Etisalat – Mobily
Agency: Team Young & Rubicam Jeddah
- Mobily Eid
Client: Etihad Etisalat – Mobily
Agency: Team Young & Rubicam Jeddah

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
- Tahoe - Engine
Client: General Motors
Agency: Leo Burnett Dubai
- Suburban – Karim's First Day
Client: General Motors
Agency: Leo Burnett Dubai

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

- Numbers
Client: First National Bank
Agency: Lowe PIMO
- Bank Al Bilad
Client: Bank Al Bilad
Agency: Grey Worldwide Beirut

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
- Laughter
Client: La Libanaise des Jeux
Agency: Impact BBDO Beirut
- Théâtre du Rond-Point
Client: Rond Point Paris Beyrouth
Agency: Publicis Graphics 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
- Magical Atmosphere
Client: Unionaire
Agency: Strategies Cairo
- Monester
Client: El Sewedy Electric Contracting & Engineering
Agency: Strategies Cairo

- Living Legends
Client: Tanmiyat
Agency: JWT Riyadh
- Generic
Client: World Gold Council
Agency: Publicis Graphics Beirut

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
- Thematic Little Girl
Client: Unilever
Agency: JWT Dubai
- Reflection
Client: Gaston Bana & Sons Co.
Agency: JWT Damascus
- Nana Backwards
Client: Foods & Drugs Corporation
Agency: Impact BBDO Beirut

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
- Lost
Client: SOS Orphanage
Agency: Grey Worldwide Beirut
- Act Now – Qana
Client: Ministère de l'Information
Agency: Publicis Graphics

OUTDOOR CRISTAL

1. Food Beverages

- Hopscotch
Client: Fromageries Bel
Agency: Saatchi & Saatchi Dubai
- Special K Freedom
Client: Kellogg's
Agency: Leo Burnett Dubai
- Kefraya Vine
Client: ETS Khalil Fattal & Fils
Agency: Impact BBDO Beirut
- Stirred Yoghurt
Client: Almarai Company LTD.
Agency: Leo Burnett Jeddah
- Froot Loops Ring
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
- Strongest Network
Client: Fastlink
Agency: Publicis Graphics Jordan
- Corporate Messages: With You Till The End Of The Road
Client: Umniah Mobile Company
Agency Ad Pro Communications

3. Cars, Motorcycles, Transport

- Beijing
Client: Emirates Airlines
Agency: Impact BBDO Dubai
- VW Lebanon
Client: ETS Kettaneh
Agency: Impact BBDO Beirut

- Germany 49 Times
Client: Emirates Airlines
Agency: Impact BBDO Dubai

4. Services (Insurance, Banking and Other Services)

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

5. Leisure (Tourism, Sports, Games)

- Sides
Client: Bahrain International Circuit
Agency: Fortune Promoseven Bahrain
- Winning Ticket Campaign (Plane, House, Car)
Client: La Libanaise des Jeux
Agency: Impact BBDO Beirut

6. Media

- OTV Campaign (J'Ose, Al Chacha, The Truth, Nawwarit)
Client: OTV
Agency: Publicis Graphics Beirut

7. Home, Clothing, Accessories

- Wedding Campaign (Mixed, Civil, Interest)
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 (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
- Don't Harm (Summer)
Client: Sukleen
Agency: Grey Worldwide Beirut

MAGAZINE CRISTAL

1. Food Beverages

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

2. Telecom

- Lemon
Client: Nawras Telecom
Agency: Impact BBDO Dubai
- Flag
Client: MTC Liban / MTC Touch
Agency: Saatchi & Saatchi Levant Beirut

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
- One Continent
Client: Emirates Airlines
Agency: Impact BBDO Dubai
- Saab – Engine
Client: General Motors
Agency: Leo Burnett Dubai

4. Services (Insurance, Banking and Other Services)

- Mizin Magazine Campaign – Transparency
Client: Dubai Holding (Tatweer)
Agency: Impact BBDO Dubai

- Flag
Client: National Bank of Dubai
Agency: Leo Burnett Dubai
- Asian Games
Client: Qatar National Bank
Agency: Jacques Moussa – Fortune Promoseven
- Dollar Bill
Client: Banque Libano Françaises
Agency: Saatchi & Saatchi Levant Beirut
- Oscars
Client: ABC Bank
Agency: Momentum Advertising DDB
- Suit
Client: Gulf Saatchi & Saatchi
Agency: Gulf Saatchi & Saatchi Bahrain

5. Leisure (Tourism, Sports, Games)

- F1 – Driving Days
Client: Bahrain International Circuit
Agency: Fortune Promoseven Bahrain
- Empty
Client: Emirates Holidays
Agency: Impact BBDO Dubai
- Sushi
Client: Dubai International Film Festival
Agency: Impact BBDO Dubai
- Torch Run – Teaser Revealer Campaign (Butterfly, Elephant, Falcon, Horse, Tiger, Dragon)
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut

6. Media

- Nile LP's 2 Campaign
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 (Thief, Pervert, Goal, Kidnap)
Client: Procter & Gamble
Agency: Saatchi & Saatchi Dubai
- Summer Ad
Client: Al Sirhan Shoes
Agency: Paragon Integrated Marketing Communications
- Medically Fit
Client: ACES / Panasonic
Agency: Drive Communication Beirut
- Angel
Client: YY Fakhro
Agency: Gulf Saatchi & Saatchi Bahrain

8. Beauty, Toiletries, Health

- Undo
Client: Procter & Gamble Olay
Agency: Saatchi & Saatchi Dubai
- Book
Client: Boston Medical Group
Agency: Fortune Promoseven Bahrain
- Signal – Signature
Client: Unilever
Agency: Lowe Pimo
- Focus on Persil
Client: Henkel Arabia
Agency: Impact BBDO Riyadh

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

- Amnesty International Campaign (Imprisoned, Tortured, Abused)
Client: Amnesty International
Agency: JWT Dubai
- 05 Amam Campaign (Telephone, 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 (Soldiers, Cars, Hulk)
Client: Fromageries Bel
Agency: Saatchi & Saatchi Dubai
- Rainbow Calcium – Spinal Cord
Client: Frieslani
Agency: TD&A DDB Dubai
- Japengo, Fusion, Style, Cuisine Campaign
Client: Japengo
Agency: Intermarkets Advertising Dubai

2. Telecom

- Swing
Client: Fono (Mpay)
Agency: JWT Advertising Company Kuwait
- Lebanon Cedars
Client: Fastlink
Agency: Publicis Graphics Jordan
- Disney
Client: MTC – Vodafone
Agency: JWT Bahrain
- 1st Year Anniversary
Client: Umniah Mobile Company
Agency: Ad Pro Communications

3. Cars, Motorcycles, Transport

- Chauffeur Drive
Client: Emirates Airlines
Agency: Impact BBDO Dubai
- Qatar Christmas Campaign
Client: Qatar Airways
Agency: DDB Levant Beirut
- Chevrolet Suburban Elephant
Client: Yusuf A. Alghanim & Sons
Agency: Impact BBDO Kuwait
- Aisle
Client: Emirates Airlines
Agency: Impact BBDO Dubai

- Spin City
Client: Emirates Airlines
Agency: Impact BBDO Dubai
- VW Jetta – Hedge
Client: Audi Volkswagen Middle East FZE
Agency: Gulf Promoaaction DDB Dubai

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
- Enaya Campaign (Boy Crossing Road, Swimming Pool, Car)
Client: AIG
Agency: JWT Dubai

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
- Error Message
Client: Book Plus
Agency: Team Young & Rubicam

6. Media

- Zapping
Client: OTV
Agency: Publicis Graphics Beirut
- Leo Burnett Ramadan
Client: Kuwait Leo Burnett
Agency: Leo Burnett Dubai
- MBC – Hope Campaign (Building Ad, Kids Ad, Flags Ad)
Client: MBC
Agency: JWT Saudi Arabia

7. Home, Clothing, Accessories

- Tide Campaign (House, Out)
Client: Procter & Gamble Saudi Arabia
Agency: Leo Burnett Dubai
- Babyshop, Our Winter Collection has arrived
Client: Babyshop, Our Winter Collection
Agency: Intermarkets Advertising Dubai
- Merry Christmas
Client: Babyshop, Our Winter Collection
Agency: Intermarkets Advertising Dubai
- Floral Scented
Client: Clorox
Agency: TD&A DDB Sharjah
- Tamiyat Corporate Campaign
Client: Tanmiyat Group
Agency: JWT Saudi Arabia

8. Beauty, Toiletries, Health

- Death Sentence (Vape)
Client: Foods & Drugs Corporation (FDC)
Agency: Impact BBDO Beirut
- Durex Campaign (Jeux Olympiques, Alliances)
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
- Candle Campaign
Client: DDB Levant SAL
Agency: DDB Levant SAL

MARKETING SERVICES CRISTAL

COMMUNICATION TOOL

1. Mailing

- Lipitor - Crime Scene
Client:
Agency: RMG Connect (Saudi Arabia)

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

- Microsoft - We've got the answers
Client: Microsoft Gulf
Agency: Wunderman Dubai

- DBJA - The helping hand
Client: Dubai Bone & Joint Center
Agency: Wunderman Dubai

- Adobe - The face saver
Client: Adobe
Agency: Wunderman Dubai

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

- Bounty Cruise Ship Promotion
Client: MasterFoods Middle East FZE
Agency: Impact BBDO Dubai

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

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

- Stella Movies
Client: Al Ahram Beverages Company
Agency: Impact BBDO Group

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

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

PRODUCT CATEGORY - All categories combined

- Stella Movies
Client: Al Ahrum Beverages Company
Agency: Impact BBDO Group

- Holsten - Activity during the World Cup 2006
Client: Health Water Bottling Co. LTD
Agency: RMG Connect (Saudi Arabia)

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

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

- Mortgage
Client: Barclays
Agency: Impact BBDO Dubai

HUMOUR CATEGORY

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

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