

## FINALISTS MENA CRISTAL AWARDS 2007 – 13 February 2008

### MARKETING SERVICES CRISTAL

#### “Cristal” per communication tool:

##### Mailing

1. Campaign: The ice Breaker  
Client: Emaar Properties  
Agency: Wunderman Dubai  
Country: UAE

2. Campaign: Skywards Gold Elite Communication  
Client: Skywards  
Agency: Impact Proximity Dubai  
Country: UAE

3. Campaign: Tears in Lebanon  
Client: Trillion for Lebanon  
Agency: TBWA\RAAD  
Country: UAE

##### Street Marketing

1. Campaign: Nokia N73 Elevators  
Client: Nokia  
Agency: Grey Worldwide NWA  
Country: Morocco

2. Campaign: Open your eyes  
Client: Burjman  
Agency: Wunderman Dubai  
Country: UAE

##### Promotions

1. Campaign: Sea of Stars Viral  
Client: Pepsico International  
Agency: Impact BBDO Dubai  
Country: UAE

2. Campaign: Quick account  
Client: Standard Chartered Bank  
Agency: TBWA\Raad  
Country: UAE

##### Response Publicity

1. Campaign: HSBC – Used Carloan  
Client: HSBC  
Agency: JWT Beirut  
Country: Lebanon

2. Campaign: HSBC – Used Ceiling

Client: HSBC  
Agency: JWT Beirut  
Country: Lebanon

3. Campaign: Vimto- They'll finish it all

Client: Anjar Industries  
Agency: JWT  
Country: UAE

### **Integrated Campaign**

1. Campaign: Lux Balloon

Client: Unilever Mashreq for home Care  
Agency: JWT Cairo  
Country: Egypt

2. Campaign: Sea of stars viral

Client: Pepsico International  
Agency: Impact BBDO Dubai  
Country: UAE

3. Campaign: Skywards gold elite communication

Client: skywards  
Agency: Impact Proximity Dubai  
Country: UAE

## **OUTDOOR CRISTAL**

### **Food / Beverages:**

1 Campaign: Lipton Green Tea

Client: Unilever Mashregr\_Tea  
Agency: JWT  
Country: Egypt

2 Campaign: Stop Play outdoor

Client: Diageo  
Agency: H&C Leo Burnett  
Country: Lebanon

### **Automobile, Motorcycles, Transport**

1 Campaign: Jeep / Aint no roads tough enough - Mountain

Client: Mercedes Benz BLDG  
Agency: Impact BBDO Beirut  
Country: Lebanon

2 Campaign: Jeep / Aint no roads tough enough - Potholes  
Client: Mercedes Benz BLDG  
Agency: Impact BBDO Beirut  
Country: Lebanon

3 Campaign: Jeep / Aint no roads tough enough - Uphill  
Client: Mercedes Benz BLDG  
Agency: Impact BBDO Beirut  
Country: Lebanon

### **Services (other than financial)**

1 Campaign: Stirrer  
Client: Saferdriver  
Agency: JWT Dubai  
Country: UAE

### **Leisure (tourism, sport, games)**

1 Campaign: Caution – Dry Floor – No entry ( 2 visuals)  
Client: Wild wadi water park Dubai  
Agency: Ogilvy Dubai  
Country: UAE

2 Campaign: Music to your mouth  
Client: Yum restaurants International / Brand Pizza Hut  
Agency: Impact BBDO Dubai  
Country: UAE

### **Home, Clothing, Accessories**

1 Campaign: Exotica "Eye Lashes"  
Client: Exotica  
Agency: H&C Leo Burnett  
Country: Lebanon

2 Campaign: Protection  
Client: Samsonite  
Agency: Impact BBDO / Jeddah  
Country: UAE

### **Beauty / Hygiene / Health**

1 Campaign: Axe Towels  
Client: Unilever  
Agency: Lowe MENA  
Country: UAE

2 Campaign: KOLESTON "NATURALS"  
Client: PROCTER & GAMBLE LEVANT  
Agency: H&C LEO BURNETT BEIRUT  
Country: Lebanon

## **Ambient:**

1. Campaign: Special K "Shop Window"  
Client: Est. Massoud  
Agency: H&C LEO BURNETT  
Country: Lebanon

2. Campaign: Dettol Pad  
Client: Reckitt Benckiser  
Agency: JWT Dubai  
Country: UAE

## **CYBER CRISTAL**

### **Website**

1. Campaign: M&M's In the Middle East  
Client: Masterfoods Middle East Free zone  
Agency: Impact Proximity Dubai  
Country: UAE

2. Campaign: Burj Dubai Website  
Client: Emaar Properties PJSC  
Agency: Flip Media FZ- LLC  
Country: UAE

3. Campaign: Chevrolet Bold New era website  
Client: General Motors Middle East Operations  
Agency: Arc Worldwide FZ- LLC

### **Banner**

1. Campaign: Chevrolet Bold New Era Banner "Burn"  
Client: General Motors Middle East Operations  
Agency: Arc Worldwide FZ- LLC  
Country: UAE

2. Campaign: Chevrolet Bold New Era Banner "Break"  
Client: General Motors Middle East Operations  
Agency: Arc Worldwide FZ- LLC  
Country: UAE

3. Campaign: Page Push  
Client: Emirates Today  
Agency: Tequila\ME  
Country: UAE

### **Viral Marketing**

1. Campaign: Pepsi – Sea of stars website  
Client: Pepsi International  
Agency: Impact Proximity Dubai  
Country: UAE

2. Campaign: GMC Yukon Viral  
Client: General Motors Middle East Operations  
Agency: Arc Worldwide FZ- LLC  
Country: UAE

3. Campaign: Renault Oh la la  
Client: Renault Zahid Tractor  
Agency: Publicis Graphics  
Country: Kingdom of Saudi Arabia

### **Mobile:**

1. Campaign: Bridgestone Adrenalin  
Client: Bridgestone Middle East & Africa  
Agency: Firefly  
Country: UAE