

FINALISTS MENA CRISTAL AWARDS 2007 – 14 February 2008

MAGAZINE CRISTAL

Food / drinks

1. Campaign: Lion Fridge
Client: Nestle / Lion Bar
Agency: JWT Dubai
Country: UAE

2. Campaign: Mousetrap
Client: Kraft Foods Middle East & Africa LTD
Agency: JWT Dubai
Country: UAE

3. Campaign: Pram Kitkat
Client: Nestlé
Agency: JWT Dubai
Country: UAE

Automotive / Motorcycles / Transport

1. Campaign: Skeleton
Client: Gargash Enterprises
Agency: JWT Dubai
Country: UAE

2. Campaign: Alligator
Client: General Motors Hummer
Agency: Leo Burnett Dubai
Country: UAE

NGO, charity, Humanitarian and Collective Interest Campaigns

1. Campaign: Coffin Speed
Client: V-Kool Emirates
Agency: Praxis Advertising
Country: UAE

2. Campaign: Support Lebanon
Client: Jordan River Foundation
Agency: Idea JWT
Country: Jordan

Leisure (tourism, sport, games)

1. Campaign: Lessons
Client: ILYES JARIANS / CONSERVATOIRE DE MUSIQUE
Agency: MEMAC OGILVY LABEL TUNISIE
Country: Tunisia

Media

1. Campaign: Tunes Wall
Client: Melody
Agency: Ama Leo Burnett
Country: Egypt

2. Campaign: DHL Match Box
Client: DHL Express UAE
Agency: MEMAC OGILVY & MATHER WTT
Country: Bahrain

Home / Clothing / Accessories

1. Campaign: Reynolds
Client: Reynolds
Agency: JWT
Country: Tunisia

2. Campaign: protection
Client: Samsonite
Agency: IMPACT BBDO / JEDDAH
Country: Saudi Arabia

Beauty / Hygiene / Health

1. Campaign: Blowing Bubbles
Client: Unilever
Agency: Lowe MENA
Country: UAE

2. Campaign: Colorblindness : Spiderman vs Hulk / Ninja Turtle / Kermit
Client: Taiba Hospital
Agency: JWT Kuwait
Country: Kuwait

3. Campaign: Assassin
Client: Gillette
Agency: Leo Burnett Dubai
Country: UAE

Luxury Goods

1. Campaign: ASTRI SHINNING DIAMONDS
Client: DTC (DIAMOND TRADING COMPANY)
Agency: JWT Dubai
Country: UAE

2. Campaign: Kite / Umbrella / Wind Surfer
Client: Zippo
Agency: Fortune Promoseven
Country: UAE

DAILY PRESS CRISTAL

Food / Beverages:

1 Campaign: KK' Day after Xmas
Client: Nestle Middle East
Agency: JWT Dubai
Country: UAE

2 Campaign: TEETH PROTECTOR
Client: CADBURY MOROCCO
Agency: JWT CASABLANCA
Country: MOROCCO

Automobile, Motorcycles, Transport

1 Campaign: DOOR SCRATCH
Client: ETS. KETTANEH & FILS
Agency: IMPACT BBDO BEIRUT
Country: LEBANON

2 Campaign: New (NW)
Client: ETS. KETTANEH & FILS
Agency: IMPACT BBDO BEIRUT
Country: LEBANON

Insurance, Banking, Financial Services

1 Campaign: BARCLAYS PERSONAL INSTALLMENT LOANS LAUNCH / ANIMAL CAMPAIGN –
Turtle -
Client: Barclays Bank PLC
Agency: Impact BBDO
Country: UAE

2 Campaign: BARCLAYS PERSONAL INSTALLMENT LOANS LAUNCH / ANIMAL CAMPAIGN -
Chic
Client: Barclays Bank PLC
Agency: Impact BBDO
Country: UAE

3 Campaign: BARCLAYS PERSONAL INSTALLMENT LOANS LAUNCH / ANIMAL CAMPAIGN -
Snail
Client: Barclays Bank PLC
Agency: Impact BBDO
Country: UAE

Services (other than financial)

1 Campaign: Goal Keeper
Client: DIA (Dubai International Academy)
Agency: BATES PANGULF
Country: UAE

2 Campaign: Book World
Client: Bookworld
Agency: JWT DUBAI
Country: UAE

3 Campaign: Push & Pull
Client: Renaissance Training institue
Agency: Fortune Promoseven
Country: Oman

NGO, charity, Humanitarian and Collective Interest Campaigns

1 Campaign: Global Warming
Client: Mont Blanc
Agency: BATES PANGULF
Country: UAE

2 Campaign: Anti second Hand smoking Boy / Girl
Client: Gulf Promo Action DDB / DDB Dubai
Agency: Gulf Promoaction DDB
Country: UAE

Beauty / Hygiene / Health

1. Campaign: snowfall
Client: VLCC International
Agency: Bates Pangulf
Country: UAE

2. Campaign: Koleston - Natural Blond / Natural Night / Natural Red / Brown Grey
Client: PROCTER & GAMBLE LEVANT
Agency: H&C LEO BURNETT BEIRUT
Country: Lebanon

Luxury Good

Campaign: MAC VS PC 3
Client: ARAB BUSINESS MACHINE LTD
Agency: INTERMARKETS ADVERTISING
Country: UAE

Campaign: MAC VS PC 2
Client: ARAB BUSINESS MACHINE LTD
Agency: INTERMARKETS ADVERTISING
Country: UAE

RADIO CRISTAL

Food / drinks

1. Campaign: Snicker zewism 2
Client: Masterfoods (Snickers)
Agency: Impact BBDO Beirut
Country: Lebanon

2. Campaign: Snicker zewism 3
Client: Masterfoods (Snickers)
Agency: Impact BBDO Beirut
Country: Lebanon

Services

1. Campaign: Prepaid Calling Card Service
Client: Batelco
Agency: Fortune Promoseven Bahrain
Country: Bahrain

2. Campaign: Shower
Client: Vodafone
Agency: JWT
Country: Egypt

NGO/ Charity / Collective Interest Campaigns

1. Campaign: DAC Alphabets
Client: Dubai Autism Centre
Agency: JWT Dubai
Country: UAE

Media

1. Campaign: Bootilicious
Client: Melody
Agency: Anna Leo Burnett
Country: Egypt

Beauty / hygiene / health

1. Campaign: Tide Ghost
Client: Procter & Gamble
Agency: H&C Leo Burnett Beirut
Country: Lebanon

2. Campaign: Tide Milking
Client: Procter & Gamble
Agency: H&C Leo Burnett Beirut
Country: Lebanon

INTEGRATED CRISTAL

1. Campaign: HEAD & SHOULDERS "MENTHOL"
Client: PROCTER & GAMBLE
Agency: H&C LEO BURNETT
Country: Lebanon

2. Campaign: Lebanese Army Tribute
Client: Lebanese Army
Agency: H&C LEO BURNETT
Country: Lebanon

3. Campaign: Sea of stars
Client: Pepsico International
Agency: Impact BBDO Dubai
Country: UAE

FILM CRISTAL

Food, Beverage

1. Campaign: Don't stop
Client: Masterfoods
Agency: Impact BBDO Dubai
Production: XRAY AND VALKISER PRODUCTIONS
Director: JOERI HOLSHEIMER
Country: UAE

2. Campaign: Pepsi (2 films : Pepsi I et Pepsi III)
Client: Pepsi
Agency: Impact BBDO
Production: ASAP
Director: Sherif Arfa
Country: Egypt

Automotive, Automotive products, Cycle

1. Campaign: Ford Ranger (2 films : VRRM et Engine)
Client: Ford Aifa Ford
Agency: MEMAC OGILVY LABEL TUNISIE
Production: D.PRODS
Director: DIDIER FONTAN
Country: Tunisia

2. Campaign: The Calling
Client: GENERAL MOTORS CHEVROLET LUMINA SS
Agency: LEO BURNETT DUBAI
Production: FILMWORKS
Director: JAMES BRYCE
Country: UAE

Insurance, Banking

1. Campaign: Attijari
Client: Attijari Bank
Agency: MEMAC OGILVY LABEL TUNISIE
Production: D.PRODS
Director: JEAN MARC GOSSE
Country: Tunisia

2. Campaign: Robbery
Client: AIG Insurance
Agency: JWT DUBAI
Production: INDEPENDENT PRODUCTIONS
Director: TOUFIC TRABOULSI
Country: UAE

Services

1. Campaign: Troy Mainsell
Client: THE EGYPTIAN COMPANY FOR MOBILE SERVICES - MOBINIL
Agency: AMA LEO BURNETT
Production: THE PRODUCERS
Country: Egypt

2. Campaign: Woman
Client: MAKTOOB.COM
Agency: TBWA/RAAD
Production: RAHBANI PRODUCTIONS
Director: DOMENIC STAUARD
Country: U.A.E.

NGOs, Charities, Aid Organisation

1. Campaign: Saga "Fatna's Destiny" / The Census
Client: SEFEPH
Agency: Saga Communication
Production: Image Factory
Director: MOHAMED REZKI
Country: Morocco

2. Campaign: Skin
Client: Peta
Agency: JWT Kuwait
Production: THE TALKIES
Director: MAZEN FAYAD
Country: Kuwait

Public Awareness Messages

1. Campaign: Colors
Client: Drive Communication
Agency: Drive Communication
Production: HEDGEHOG
Director: NABIL NASR
Country: Lebanon

2. Campaign: Baby
Client: CITY OF HOPE
Agency: JWT Dubai
Production: RAJTARU
Country: U.A.E.

Transport :

1. Campaign : Iron Made Horses
Client: ONCF
Agency: Saga Communication
Production: SIGMA TECHNOLOGIES
Director: NIC MATHIEW
Country: Morocco

Tourism / Leisure / Sports:

1. Campaign : Come Back
Client: Ministry of Tourism
Agency: Impact BBDO
Production: Signature Productions
Director: AMINE DORA
Country: Lebanon

Media:

1. Campaign: "Tunes" – Britney / Shakira / Madonna / Pussy Cat / Akon
Client: Melody
Agency: AMA LEO BURNETT
Production: THE PRODUCERS
Country: Egypt

Home:

1. Campaign: Carrier Corporate
Client: Miraco Carrier
Agency: Ama Leo Burnett
Production: The producers
Director: MOHAMED HAMDALLAH
Country: Egypt

2. Campaign: Rewind
Client: Sipchem
Agency: Impact BBDO Jeddah
Production: Boom Film
Director: JORGE RUBIA
Country: UAE

Beauty / Toiletries / Health:

1. Campaign: Snake
Client: Boston Medical Group
Agency: Fortune Promoseven Bahrain
Production: Central Films
Country: Bahrain

2. Campaign: Cars
Client: Boston Medical Group
Agency: Fortune Promoseven Bahrain
Production: Central Films
Country: Bahrain

Best sound track:

1 Campaign: The Calling
Client: GENERAL MOTORS CHEVROLET LUMINA SS
Agency: LEO BURNETT DUBAI
Production: FILMWORKS
Director: JAMES BRYCE
Country: UAE

2 Campaign: Waiting
Client: DU
Agency: Leo Burnett Dubai
Production: Filmworks
Country: UAE