



## MENA CRISTAL AWARDS 2008/2009 CORPORATE CRISTAL - CRISTAL WINNERS MENA

### **CORPORATE GRAND CRISTAL**

Campaign: We've covered it  
Advertiser: Mobily  
Agency: OMD Middle-East  
Creative Director: Jean Jabbour  
Country: UAE

### **"CRISTAL" BY CATEGORY**

#### **Print (Outdoor, Press, Instore display...)**

Campaign: Pisa Tower  
Advertiser: Ministry of Health  
Agency: Leo Burnett Beirut  
Creative Director: Bechara Mouzannar  
Country: Lebanon

#### **Corporate Identity (Visual identity, Graphic charter...)**

Campaign: Casper & Gambini  
Advertiser: Casper & Gambini  
Agency: JWT Beirut  
Creative Director: Iyad Zahlan  
Country: Lebanon

#### **HR Campaign (Recruitment, Schools relationships...)**

Campaign: Recruitment  
Advertiser: Impact BBDO  
Agency: Impact BBDO  
Associate Creative Director: Joe Abou Khaled  
Country: Lebanon

#### **Great Cause Campaign**

Campaign: Roller Coaster - Road Safety  
Advertiser: QNB  
Agency: Fortune Promoseven Doha  
Creative Director: Fadi Yaish  
Country: Qatar

#### **Great Cause Campaign – Jury Special Cristal**

Campaign: Women Empowerment Program - Khede Kasra  
Advertiser: Rubina Abu Zainab Chahine  
Agency: Leo Burnett Beirut  
Creative Director: Chermine Assadian  
Country: Lebanon

#### **Great Cause Campaign – Mention**

Campaign: The Good Upbringing / Family Relationship / Promising Future

Advertiser: Egyptian Ministry of Health and Population

Agency: Strategies

Creative Director: Sami Ayad

Country: Egypt