



## CYBER CRISTAL - WINNERS

### Corporate Website - Other Corporate Communication

Name of the Campaign	Client	Agency	Creative Director	Country
The Monarch Dubai	The Monarch Dubai	Impact Proximity	Arvind Krishnan	UAE

### Product Website - Automotive / Motorcycle / Automotive product

Name of the Campaign	Client	Agency	Creative Director	Country
Aveo 5 Totally Street	General Motors	ARC/Leo Burnett Dubai	Sara Anani	UAE

### Product Website - Insurance / Banking / Financial service

Name of the Campaign	Client	Agency	Creative Director	Country
What Type Are You	HSBC	JWT Dubai / Firefly	Chafic Haddad, Alessandro Antonini / Neil Harrison, Wendy Ngai	UAE

### Product Website - Services (Other than financial)

Name of the Campaign	Client	Agency	Creative Director	Country
Nokia Summer Fusions	Nokia	JWT Beirut	Iyad Zahlan	LEBANON

### Product Website - Charity - General Interest

Name of the Campaign	Client	Agency	Creative Director	Country
The Drive Home	Diageo Lebanon	JWT Beirut	Iyad Zahlan	LEBANON

### Display communication - Interactive and dynamic banner

Name of the Campaign	Client	Agency	Creative Director	Country
Zain Mandella	Zain	Saatchi & Saatchi	Samer Younes	LEBANON

## Mention of the Jury for:

Name of the Campaign	Client	Agency	Creative Director	Country
Chinese Puppet Story	Emirates	Arc/Leo Burnett Dubai	Sara Anani	UAE

## Viral Marketing - Viral Film

Name of the Campaign	Client	Agency	Creative Director	Country
Blueberry	HSBC	JWT Dubai	Chafic Haddad, Alessandro Antonini	UAE
Inverted Commas	HSBC	JWT Dubai	Chafic Haddad, Alessandro Antonini	UAE
The Boss	HSBC	JWT Dubai	Chafic Haddad, Alessandro Antonini	UAE
Powerpoint	HSBC	JWT Dubai	Chafic Haddad, Alessandro Antonini	UAE

## Viral Marketing - Widgets and applications

Name of the Campaign	Client	Agency	Creative Director	Country
You Type We Dance Screen Saver	ACDelco	Memac Ogilvy Group Dubai	Till Hohmann / Preethi Mariappan	UAE

## Digital Innovation

Name of the Campaign	Client	Agency	Creative Director	Country
tahyeess case final	Nestle Egypt	JWT Cairo	Shady Abdellatif	EGYPT

## GRAND CYBER CRISTAL MENA - FOR THE 4 VIRALS TOGETHER

Name of the Campaign	Client	Agency	Creative Director	Country
Blueberry	HSBC	JWT Dubai	Chafic Haddad, Alessandro Antonini	UAE
Inverted Commas	HSBC	JWT Dubai	Chafic Haddad, Alessandro Antonini	UAE
The Boss	HSBC	JWT Dubai	Chafic Haddad, Alessandro Antonini	UAE
Powerpoint	HSBC	JWT Dubai	Chafic Haddad, Alessandro Antonini	UAE