



SHORTLIST CONSUMER MARKETING CRISTAL (WORLDWIDE)

2 - Client Acquisition

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
848-3	PMU Serial Parieurs		PMU	Publicis Modem	France
1008-4		insomny coffee by canalplay	Canalplay	Buzzman	france

3 - Drive to store/ to e shop

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
922-5	CINZIA YOUR SKIN FRIEND	CINZIA YOUR SKIN FRIEND	IDI Farmaceutici (Merck Sharp & Dohme Group)	LEO BURNETT CO. Srl Milan	Italy

4 - Point of Sales / eCommerce Animation

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
824-15	WONDERLAND. LANCÔME : PAST, PRESENT, FUTURE	WONDERLAND. LANCOME : PAST, PRESENT, FUTURE	Lancôme	DigitasLBI Paris	France

6 - Social Network Client Relationships

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
858-7	Grow Your Own		Heinz Tomato Ketchup	We Are Social	France
901-3	Buddy Cup	Buddy Cup	AmBev	Agencia Africa	Brazil
970-5	The Candidate		Publicis Italy	Publicis Italy	Italy

7 - Client Contact via Mobile Communication

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
813-1	PLEASE THE WORLD		BEAUTE PRESTIGE INTERNATIONAL	KASSIUS	FRANCE

8 - Relationship with Youth Market

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
676-5	Skoda Hostel	Skoda Hostel	Skoda	BBDO Russia Group	Russia
839-1	Fast & Safe		Norwegian Public Roads Administration/Statens	Kitchen Leo Burnett	Norway
848-11	SFR 4G LIVE		SFR	Red	France

10 - Best use of Merchandising / In-Store Marketing

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
475-18	Kinokuniya Books	Bookends	Kinokuniya Books	JWT	United Arab

11 - Best use of Broadcast in a Promotional Campaign

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
479-8	SABB SALE	SABB Little Space. Big Impact	SABB - THE SAUDI BRITISH BANK	JWT Riyadh	Saudi Arabia

12 - Best use of Print, Classic Outdoor in a Promotional Campaign (poster, magazine, insert...)

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
885-1	I wish my son had cancer	I wish my son had cancer	Harrison's Fund	ais London	UK
820-9	MICRO PRICE		SNCF	TBWAPARIS	France

13 - Best use of Ambient in a Promotional Campaign

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
676-14	Smart Twist: The Simplest Test Drive	Smart Twist: The Simplest Test Drive Ever	Mercedes Benz AG	BBDO Russia Group	Russia
842-1	Fast & Safe		Norwegian Public Roads Administration/Statens	Kitchen Leo Burnett	Norway
918-16	mikado even if you shouldn't		Mondelez international	Buzzman	France

14 - Best use of Digital in a Promotional campaign

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
893-4	THE INSHOOTABLES	THE INSHOOTABLES	Nokia France	Wunderman France	France

15 - Best use of other Digital Platforms in Promotional campaigns (MMS...)

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
858-5	Wimbledon Wiggle		evian	We Are Social	France

16 - Best use of Direct Marketing

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
800-3	THE KNITTED-YOURSELF COUPON	THE KNITTED-YOURSELF COUPON	BERGERE DE FRANCE	BEING	FRANCE
1008-5		insomny coffee by canalplay	Canalplay	Buzzman	france

17 - Best use of Promo & Activation

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
461-1	Dettol Germ Stamps	Dettol Germ Stamps	Reckitt Benckiser	Havas Worldwide Middle East	UAE
475-15	HSBC Car Lover's Lie Detector Test	HSBC Car Lover's Lie Detector Test	HSBC	JWT	UAE
475-19	Kinokuniya Books	Bookends	Kinokuniya Books	JWT	United Arab
906-2	TBWAMoscow	Charge the city with the energy of	adidas	TBWAMoscow	Russia
918-4	Milka Last Square		Mondelez international	Buzzman	France
975-8	All eyes on S4	All eyes on S4	Swisscom (Schweiz) AG	Heimat Werbeagentur GmbH	Germany

18 - Best Integrated Campaign in Direct Marketing

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
475-20	Kinokuniya Books	Bookends	Kinokuniya Books	JWT	United Arab
844-35	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	FRED & FARID GROUP (KIDS LOVE JETLAG, FRED & FARID	FRANCE
903-3	Hawker Heroes	Hawker Heroes	Singapore Telecommunications	BBDO SINGAPORE PTE LTD	Singapore
779-1	Giving is the gift	Giving is the Gift	Nowegian Post	Kitchen Leo Burnett	Norway
918-5	Milka Last Square		Mondelez international	Buzzman	France

19 - Best Integrated campaign in Promo & Activation

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
737-33	A RING TO BRING THEM CLOSER	A RING TO BRING THEM CLOSER	McDonald's	Leo Burnett Moscow	Russia
918-6	Milka Last Square		Mondelez international	Buzzman	France
697-1	The Art of Ironing		Philips	DDB Russia	Russia

20 - Best Technological Innovation

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
848-13	SFR 4G LIVE		SFR	Red	France