



SHORTLIST MEDIA CRISTAL (WORLDWIDE)

A1 - Food Products / Drinks / Mass Consumption Products

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
918-8	Milka Last Square		Mondelez international	Buzzman	France
684-1	Rekorderlig on Trend	Rekorderlig on Trend	Redwood Cider Company	Sparkphd	New Zealand
723-1	Do You Want Duracell With That?		Procter & Gamble / Duracell	Starcom MediaVest Group	USA
936-1	Solo - Soon To Be World Famous	The World's Largest Message in a Bottle	Solo / Carlsberg	TRY/APT	Norway

A2 - Automobile / Automotive Products

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
676-6	Skoda Hostel	Skoda Hostel	Skoda	BBDO Russia Group	Russia
520-11	Toyota Hilux Ramadan	Toyota Ramadan	Abdul Latif Jameel	Drive Dentsu/ Jeddah	KSA
885-4	KIA CARS (REVOO)		KIA	Innocean Worldwide Europe GmbH	NC
754-1	Shell Helix: Driven to Extremes	Shell Helix: Driven to Extremes	Shell	MediaCom	UK

A3 - Banking / Credit Establishment / Insurance

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
475-17	HSBC Car Lover's Lie Detector Test.	HSBC Car Lover's Lie Detector Test.	HSBC	JWT	UAE
479-6	SABB SALE	SABB Little Space. Big Impact	SABB - THE SAUDI BRITISH BANK	JWT Riyadh	Saudi Arabia
899-3	Hello bank!		Hello bank!	Publicis Modem and Publicis Conseil	France

A4 - Services (other than Financial)

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
664-1	A cup of coffee, please	A cup of coffee, please	Language centre Talisman	Cosmos	Russia
886-2	Recipe for Success	Recipe for Success	Sainsbury's	PHD	UK

A5 - Great Causes / Public Interest

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
737-27	A RING TO BRING THEM CLOSER	A RING TO BRING THEM CLOSER	McDonald's	Leo Burnett Moscow	Russia
473-32	CHEYEF HALAK	DISCRIMINATION	LBCI	IMPACT BBDO	LEBANON
885-9	1 Million Mangrove Trees	1 million de arboles de mangle	Water Bottler	Havas Media	Mexico
901-4	Missing Children	Missing Children	Maes da Se	Agencia Africa	Brazil
950-9	Ver para Entender		ONU	OMD Guatemala	Guatemala
968-9	The WWF 'Rare Page'	The WWF 'Rare Page'	WWF	Hungry Boys	Russia
475-26	Feel For The Signs	Breast Cancer Awareness	Pink Caravan	JWT Dubai	UAE
825-9	Up 2 all of Us!	Stand Up To Cancer	Stand Up To Cancer	OMD USA	USA

A6 - Media / Culture / Leisure

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
471-4	The XFactor Arabia		Future Media	OMD UAE	UAE
484-29	Film Personality Test	Film Personality Test	Dubai International Film Festival	Leo Burnett Dubai	UAE

A7 - Transport / Tourism

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
886-1	Matching Luggage	Matching Luggage	Expedia	PHD	UK
476-1	Hello Tomorrow	Emirates Airline	Emirates Airline	Starcom Mediavest Group	UAE

A8 - Beauty / Hygiene / Health Products

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
790-2	Kleenex Catches Colds		Kimberly Clark	Mindshare Worldwide	UK
681-18	CLEAR WINNING MOMENTS		UNILEVER	PHD	CHINA
922-2	CINZIA YOUR SKIN FRIEND	CINZIA YOUR SKIN FRIEND	IDI Farmaceutici (Merck Sharp & Dohme Group)	LEO BURNETT CO. Srl Milan	Italy

B1 - Youth (up to 18)

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
885-24	Enter the Game		Konami	Havas Sport & Entertainment	NC
488-89	Pepsi Arabia 'Sing Off' X-Factor Arabia	Pepsi Arabia 'Sing Off'	PepsiCo International	IMPACT BBDO Group Dubai	UAE

B2 - Men

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
807-10	Every man has a PERFORMAN fantasy.	Every man has a PERFORMAN fantasy.	Durex	PHD Hong Kong / KITCHEN	Hong Kong
484-10	The Promise	The Promise	Procter & Gamble	Leo Burnett Dubai	UAE
681-20	CLEAR WINNING MOMENTS		UNILEVER	PHD	CHINA

B3 - Women

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
475-27	Feel For The Signs	Breast Cancer Awareness	Pink Caravan	JWT Dubai	UAE
471-2	Persil Abaya World		Henkel Arabia	OMD UAE	UAE

C1 - Best Use of Print

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
807-1	The FIRST papers that travelled through time	The FIRST papers that travelled through time	Hongkong Land/LANDMARK	PHD Hong Kong	Hong Kong
883-1	Will The Real Men Please Stand Up	Will The Real Men Please Stand Up	QSR Brands (M) Holdings Sdn Bhd	UM Malaysia	Malaysia
891-1	In Search of the Great American Cocktail	In Search of the Great American Cocktail	Brown-Forman	UM London	UK
809-1	Polish Union of Tranplantation Medecine	Reborn	Polish Union of Tranplantation Medicine	Havas Worldwide Warsaw	Poland

C2 - Best Use of Outdoor

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
869-1	Barilla Shopper Activation	Grain Experts, Last Mile Masters	Barilla	OMD	Italy
463-18	Carefree Secret Talks	Carefree Secret Talks	Johnson & Johnson Middle East FZ-LLC	Initiative	UAE
719-1	First Ever Potable Water Billboard	First Ever Potable Water Billboard	University of Engineering and Technology - UTEC	Media.Connection BPN	Peru

C3 - Best Use of Ambient

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
520-13	Toyota Hilux Ramadan	Toyota Ramadan	Abdul Latif Jameel	Drive Dentsu/ Jeddah	KSA
676-12	The Unexpected Test Drive	The Unexpected Test Drive	Mercedes Benz AG	BBDO Russia Group	Russia
527-3	Crash Text Dummies		Nissan	TBWARAAD	UAE
475-28	Feel For The Signs	Breast Cancer Awareness	Pink Caravan	JWT Dubai	UAE
664-2	A cup of coffee, please	A cup of coffee, please	Language centre Talisman	Cosmos	Russia

C4 - Best Use of Audio (Podcat, Radio)

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
484-31	Eat then floss then brush	Eat then floss then brush	Procter & Gamble	Leo Burnett Dubai	UAE

C5 - Best Use of Screens (TV, Outdoor Screens, Cinema)

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
479-7	SABB SALE	SABB Little Space. Big Impact	SABB - THE SAUDI BRITISH BANK	JWT Riyadh	Saudi Arabia
735-1	HONDA CIVIC PSICODRIVING	HONDA CIVIC PSICODRIVING	HONDA MOTOR EUROPE ESPANA	Starcom MediaVest Group	Spain
885-12	THE 50TH YEARS RACE		CARREFOUR	HAVAS MEDIA	NC

C6 - Best Use of Brand Content

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
681-12	LOVE IN DIFFERENT TENSE		UNILEVER	PHD	CHINA
691-5	From Shelter to Stage		Mars Petcare PEDIGREE	Starcom MediaVest Group	USA
886-3	What's Cooking	What's Cooking	Sainsbury's	PHD	UK
789-2	Heineken, The Candidate	The Candidate	HEINEKEN INTERNATIONAL	Starcom Mediavest Group	The Netherlands
681-17	CLEAR WINNING MOMENTS		UNILEVER	PHD	CHINA
950-10	SAP a la Tortrix		Frito Lay	OMD Guatemala	Guatemala
502-3	Flight of the Penguins		MAF Leisure & Entertainment	Starcom Mediavest Group	UAE

C7 - Best Use of Events

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
950-5	The Last Meal		Amnistia Internacional	PHD Puerto Rico	Puerto Rico
741-3	Vodafone Night Owls Tour: get ready for a friendly takeover night!		Vodafone D2 GmbH	OMD Germnay	Germany
851-1	Turn on the color		IKEA	INSTINCT	Russia

C8 - Best Use of Digital

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
681-13	LOVE IN DIFFERENT TENSE		UNILEVER	PHD	CHINA
885-25	Enter the Game		Konami	Havas Sport & Entertainment	NC
681-10	WINNING CHINA'S CHICKEN SOUP WARS		UNILEVER	PHD	CHINA
844-21	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	FRED & FARID GROUP (KIDS LOVE JETLAG, FRED & FARID MEDIA)	France
484-33	Nawras Piggybacking	Nawras Piggybacking	Nawras	Leo Burnett Dubai	UAE

C9 - Best Use of Social Media

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
789-3	Heineken, The Candidate	The Candidate	HEINEKEN INTERNATIONAL	Starcom Mediavest Group	The Netherlands
844-22	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	FRED & FARID GROUP (KIDS LOVE JETLAG, FRED & FARID MEDIA)	France
812-4	One photo a day in the worst year of my life	One photo a day in the worst year of my life	Fund B92	Saatchi&Saatchi Belgrade	Serbia
885-10	1 million de arboles de mangle	1 millioin de arboles de mangle	Water Bottler	Havas Media	Mexico
847-1	ACTIONAID INTERNATIONAL ITALIA ONLUS	DONAILTUOPROFILO	ACTIONAID INTERNATIONAL ITALIA ONLUS	DLVBDDO	Italy

C10 - Best Use of Mobile

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
484-6	Nawras Piggybacking	Nawras Piggybacking	Nawras	Leo Burnett Dubai	UAE
513-1	The Satire Revolution		Blackberry	Vivaki Solutions	UAE
740-6	Good Life Club		Hindustan Unilever Ltd.	PHD India	India
807-3	See The World at Home	See The World at Home	Wyeth Gold	OMD Hong Kong	Hong Kong

C11 - Best Use of Cultural Campaign

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
844-23	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	FRED & FARID GROUP (KIDS LOVE JETLAG, FRED & FARID MEDIA)	France
950-8	SAP a la Tortrix		Frito Lay	OMD Guatemala	Guatemala
473-45	HERITAGE	HERITAGE	ETS. KHALIL FATTAL & SONS	IMPACT BBDO	LEBANON
883-2	Listerine Makes Malaysia Smile Naturally	Listerine Makes Malaysia Smile Naturally	Johnson and Johnson Malaysia	UM Malaysia	Malaysia

C12 - Best Use of Addressed & Unaddressed Mailing

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
909-1	Galaxy Note 3 & Galaxy Gear Launch	Galaxy Note 3 & Galaxy Gear Mailing	Samsung Electronics France	zonefranche	France
918-10	Milka Last Square		Mondelez international	Buzzman	France

D - Integrated Campaign (minimum of 3 Medias)

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
918-11	Milka Last Square		Mondelez international	Buzzman	France
950-1	What does Absolut Sound Like		Pernod Ricard	PHD	Colombia
950-6	Gastronomic Heritage		Rica	OMD Dominican Republic	Dominican Republic
476-4	Hello Tomorrow	Emirates Airline	Emirates Airline	Starcom Mediavest Group	UAE
737-28	A RING TO BRING THEM CLOSER	A RING TO BRING THEM CLOSER	McDonald's	Leo Burnett Moscow	Russia
807-14	Every man has a PERFORMAN fantasy.	Every man has a PERFORMAN fantasy.	Durex	PHD Hong Kong / KITCHEN	Hong Kong

E1 - Launch Campaign

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
950-7	Gastronomic Heritage		Rica	OMD Dominican Republic	Dominican Republic
704-1	Skyfall	Skyfall	Sony Pictures	OMD International	UK
893-1	Windows Phone 8	Windows Phone 8	Microsoft France	Wunderman France	France
691-2	Restarting the Mythology		Microsoft Corporation	Starcom MediaVest Group	USA

E2 - Environment & Sustainable Development

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
885-11	1 Million Mangrove Trees		Water Bottler	Havas Media	Mexico
968-7	The WWF 'Rare Page'	The WWF 'Rare Page'	WWF	Hungry Boys	Russia