

SHORTLIST PR CRISTAL (WORLDWIDE)

A1 - Products

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
784-3	The Most Powerful Arm Ever Invented	The Most Powerful Arm Ever Invented	Save Our Sons & Duchenne Foundation	Havas Worldwide Australia	Australia
823-4	Taste		Mondelez (Cadbury)	GolinHarris London	UK
844-1	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ	FRED & FARID GROUP (KIDS LOVE JETLAG,	FRANCE
948-1	Loveville	Loveville	Reckitt Benckiser	Havas Worldwide Milan	Italy
486-6	Happiness Heroes	Happiness Heroes	Bel Group	Leo Burnett Beirut	Lebanon
823-2	Smart Girls Do it Once a Month		MSD	GolinHarris Bucharest	Romania

A2 - Services

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
824-1	The Human Youtube Player	The Human Youtube Player	Publicis Groupe	DigitasLbi Paris	FRANCE
525-16	Mobinil Always together	We only have each other	MOBINIL	Leo Burnett Cairo	Egypt
541-4	Safe@Heart		AstraZeneca Gulf	Ketchum Raad ME	UAE
543-6	Emirates NBD Awesome Travelling Machine	Emirates NBD Awesome Travelling	Emirates NBD	Fp7/ DXB	UAE

A4 - Non Corporate

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
728-1	The Most Powerful Arm Ever Invented		Save Our Sons	Red Agency	Australia
823-3	Helpless		St John Ambulance	GolinHarris London	UK
935-1	Monsters campaign		Fragile Childhood	Havas Worldwide Helsinki	Finland
969-3	The WWF 'Rare Page'	The WWF 'Rare Page'	WWF	Hungry Boys	Russia
486-8	Volunteers Don't Seek Recognition	Volunteers Don't Seek Recognition	Offre Joie	Leo Burnett Beirut	Lebanon
529-8	Feel For The Signs	Breast Cancer Awarness	Pink Caravan	JWT Dubai	UAE

A5 - Environmental

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
737-21	A RING TO BRING THEM CLOSER	A RING TO BRING THEM CLOSER	McDonald's	Leo Burnett Moscow	Russia
969-2	Crush The Speed	Crush The Speed	Alfa Strakhovanie	Hungry Boys	Russia

B1 - Best Use of Social Media

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
666-8	Emma	Emma, Le Trèfle.	Delipapier	Leo Burnett France	France
678-1	Same Sex Marriage		Google France	Ogilvy Public Relations	France
682-1	Tweetphony	Tweetphony	Metropole Orchestra	Havas Worldwide Amsterdam	Netherlands
775-2	Bentley Burial	Bentley Burial	ABTO - Associação Brasileira de Transplante de	LEO BURNETT TAILOR MADE	BRAZIL
858-3	Wimbledon Wiggle		evian	We Are Social	France
922-3	CINZIA YOUR SKIN FRIEND	CINZIA YOUR SKIN FRIEND	IDI Farmaceutici (Merck Sharp & Dohme Group)	LEO BURNETT CO. Srl Milan	Italy
940-1	Follow2Unfollow		Puerto Rico Government / Correctional and	Starcom Mediavest Group	USA
969-4	The WWF 'Rare Page'	The WWF 'Rare Page'	WWF	Hungry Boys	Russia

B2 - Best Product Launch

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
1014-8	SOS condom	SOS condom	Durex		France
475-6	Hypervenom Launch	Hypervenom Launch	Nike	JWT LLC Dubai	UAE

B3 - Best Use of Sponsorship

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
858-2	Wimbledon Wiggle		evian	We Are Social	France

B4 - Best Use of Event

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
796-9	THE AIRFOOD PROJECT	THE AIRFOOD PROJECT	LES RESTAURANTS DU COEUR	HAVAS PARIS	FRANCE
844-3	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ	FRED & FARID GROUP (KIDS LOVE JETLAG,	FRANCE
969-1	Crush The Speed	Crush The Speed	Alfa Strakhovanie	Hungry Boys	Russia

B5 - Best use of digital PR

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
824-2	The Human Youtube Player	The Human Youtube Player	Publicis Groupe	DigitasLBi Paris	FRANCE
844-4	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ	FRED & FARID GROUP (KIDS LOVE JETLAG,	FRANCE
918-2	Milka Last Square		Mondelez international	Buzzman	France
492-5	Hope for Children	Hope for Children	Samsung	Leo Burnett Jordan	Jordan

B6 - Best Brand Development

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
729-1	Mozzie Index powered by Aerogard		Reckitt Benchiser	Red Agency	Australia
737-22	A RING TO BRING THEM CLOSER	A RING TO BRING THEM CLOSER	McDonald's	Leo Burnett Moscow	Russia
823-1	Smart Girls Do it Once a Month		MSD	GolinHarris Bucharest	Romania
918-3	Milka Last Square		Mondelez international	Buzzman	France
1014-9	SOS condom	SOS condom	Durex		France
970-7	The Candidate		HEINEKEN	Publicis Italy	Italy

C1 - Best Integrated Campaign Driven by PR

ID	Campaign Name	Ad Title	Advertiser	Agency Name	Country
737-23	A RING TO BRING THEM CLOSER	A RING TO BRING THEM CLOSER	McDonald's	Leo Burnett Moscow	Russia
844-5	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ	FRED & FARID GROUP (KIDS LOVE JETLAG,	FRANCE
918-9	Milka Last Square		Mondelez international	Buzzman	France
486-7	Happiness Heroes	Happiness Heroes	Bel Group	Leo Burnett Beirut	Lebanon
486-9	Volunteers Don't Seek Recognition	Volunteers Don't Seek Recognition	Offre Joie	Leo Burnett Beirut	Lebanon