



PRIZE WINNERS LIST 2006

29 January – 2 February 2007

Mzaar Kfardebian

FILM CRISTAL

GRAND PRIX

Title: Animals

Client: Ministry Of Social Affairs

Agency: Saatchi & Saatchi Levant Beirut

Production House: City Films



1. Food Beverages

- Title: Pepsi – Pepsi Hair
Client: Pepsi Co. International
Agency: Impact BBDO Jeddah
Production: Filmworks Production

2. Telecom

- Title: Old Man
Client: Mobinil GSM Operator
Agency: Leo Burnett Cairo
Production: Final Cut Production

3. Cars, Motorcycles, Transport

- Title: Yukon - Robots
Clients: General Motors
Agency: Leo Burnett Dubai
Production: The Talkies

4. Services (Insurance, Banking and Other Services)

- Title: Home
Client: Dubai Properties
Agency: Leo Burnett Dubai
Production: Dolce Vita Productions

5. Leisure (Tourism, Sports, Games)

- Title: Torsh Relay
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut
Production: Wanda Production

6. Media

- Title: Gebran Tueini - The Voice of Freedom
Client: An Nahar
Agency: Grey Worldwide Beirut
Production: City Films

7. Home, Clothing, Accessories

- Title: I Have An Affair With Fashion
Client: Etoile – La Boutique
Agency: Euro RSCG Promopub Dubai
Production: Dolce Vita Productions

8. Beauty, Toiletries, Health

- Title: Tide – Rooster
Client: Procter & Gamble
Agency: H&C Leo Burnett Beirut
Production: The Talkies

9. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

- Title: Animals
Client: Ministry Of Social Affairs
Agency: Saatchi & Saatchi Levant Beirut
Production: City Films

JURY SPECIAL AWARD

Title : Nedjma Couverture
Client: Wataniya Telecom Algerie – Nedjma
Agency: Karoui & Karoui Advertising Algeria
Production: Karoui & Karoui Production

SOUNDTRACK CRISTAL

Title: Nedjma Zidane
Client: Wataniya Telecom Algerie – Nedjma
Agency: Karoui & Karoui Advertising Algeria
Production: Karoui & Karoui Production

OUTDOOR CRISTAL

GRAND PRIX

Title: Hopscotch

Client: Fromageries Bel

Agency: Saatchi & Saatchi Dubai



1. Food Beverages

- Title: Hopscotch
Client: Fromageries Bel
Agency: Saatchi & Saatchi Dubai

2. Telecom

- Title: Motorola SLVR L6 & L7
Client: Motorola
Agency: Memac Ogilvy Dubai

3. Cars, Motorcycles, Transport

- Title: Beijing
Client: Emirates Airlines
Agency: Impact BBDO Dubai

4. Services (Insurance, Banking and Other Services)

- Title: Art & Flowers
Client: Art & Flowers
Agency: Leo Burnett Dubai

5. Leisure (Tourism, Sports, Games)

- Title: Sides
Client: Bahrain International Circuit
Agency: Fortune Promoseven Bahrain

7. Home, Clothing, Accessories

- Title: Father's Day
Client: Exotica Flower Shop
Agency: H&C Leo Burnett Beirut

8. Beauty, Toiletries, Health

- Title: Strepsil – Relief
Client: Fattal Holding
Agency: Lowe Pimo Beirut

9. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

- Title: Road Safety
Client: General Motors
Agency: Leo Burnett Dubai

MAGAZINE CRISTAL

GRAND PRIX

Title: Amnesty International Campaign (Imprisoned, Tortured, Abused)

Client: Amnesty International

Agency: JWT Dubai



1. Food Beverages

- Title: Lion Bar Campaign (Handbag, Fur Coat, Deer)
Client: Nestlé
Agency: JWT Dubai

3. Cars, Motorcycles, Transport

- Title: Hummer Campaign (Predator, Reptile, Drinking)
Client: General Motors
Agency: Leo Burnett Dubai

6. Media

- Title: Nile LP's 2 Campaign
Client: NPR
Agency: JWT Cairo

7. Home, Clothing, Accessories

- Title: Ariel Campaign (Thief, Pervert, Goal, Kidnap)
Client: Procter & Gamble
Agency: Saatchi & Saatchi Dubai

8. Beauty, Toiletries, Health

- Title: Book
Client: Boston Medical Group
Agency: Fortune Promoseven Bahrain

9. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

- Title: Amnesty International Campaign (Imprisoned, Tortured, Abused)
Client: Amnesty International
Agency: JWT Dubai

PRESS DAILY CRISTAL

GRAND PRIX

Title: Tide Campaign (House, Out)
Client: Procter & Gamble Saudi Arabia
Agency: Leo Burnett Dubai



1. Food Beverages

- Title : La Vache Qui Rit Campaign (Soldiers, Cars, Hulk)
Client: Fromageries Bel
Agency: Saatchi & Saatchi Dubai

2. Cars, Motorcycles, Transport

- Title: Chauffeur Drive
Client: Emirates Airlines
Agency: Impact BBDO Dubai

3. Services (Insurance, Banking and Other Services)

- Title: The Catterpillars are here. The Dinosaurs will follow
Client: City of Arabia
Agency: Intermarkets Advertising Dubai

4. Leisure (Tourism, Sports, Games)

- Title: Book Store – Companions Campaign
Client: House of Prose
Agency: TD&A DDB Sharjah

Ex-aequo

- Title: Echolac – Space Campaign (Basketball, Bridge, Pool)
Client: Kalpi Trading
Agency: TD&A DDB Sharjah

6. Home, Clothing, Accessories

- Title: Tide Campaign (House, Out)
Client: Procter & Gamble Saudi Arabia
Agency: Leo Burnett Dubai

7. Beauty, Toiletries, Health

- Vape - Death Sentence
Client: Foods & Drugs Corporation (FDC)
Agency: Impact BBDO Beirut

8. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

- Title: L'eau... Trésor du Liban Campaign
Client: DDB Levant Beirut
Agency: DDB Levant Beirut

RADIO CRISTAL

GRAND PRIX

Title: Crest Whitening Expressions Campaign

Client: Procter & Gamble Levant Beirut

Agency: Saatchi & Saatchi Levant Beirut

PLURI MEDIA CRISTAL

GRAND PRIX

Title: M&M's – Mrs. Green Launch
Client: Masterfoods Middle East FZE
Agency: Impact BBDO Dubai



اعثر على الغلاف المليء
بالحبات الخضراء
واربح ٤٩,٠٠٠ درهم إماراتي فوراً

احصلوا على جوائز أخرى ممتعة مثل الرزات، وخلفيات الشاشة والشعارات. انظروا داخل الغلاف!
بمضي العرس الثانية ١٤ سبتمبر ٢٠٠٦

CYBER CRISTAL

a. Brand Sites and Mini Sites, One Off Sites and Games

GRAND PRIX

Title : Re-Lebanon ORG

Client: Re-Lebanon ORG

Agency: Leo Burnett / ARC Worldwide FZ LLC Dubai

1. Cars, Motorcycles, Transport

Dodge Charger Launch

Client: Daimler Chrysler

Agency: Impact Proximity Dubai

2. Leisure (Tourism, Sports, Games)

British Airways

Client: British Airways

Agency: Eworks Dubai

3. Media

Showtime DVR

Client: Showtime

Agency: Leo Burnett / ARC Worldwide FZ LLC Dubai

4. Beauty, Toiletries, Health

Herbal Essences

Client: Herbal Essences

Agency: Leo Burnett / ARC Worldwide FZ LLC Dubai

5. NGOs, Charities, Aid Organisations, Public Awareness Campaigns

Re-Lebanon ORG

Client: Re-Lebanon ORG

Agency: Leo Burnett / ARC Worldwide FZ LLC Dubai

a. Banners

GRAND PRIX

Title : Smart Poll

Client: T Gargour & Fils

Agency: JWT Beirut

1. Cars, Motorcycles, Transport

Smart Poll

Client: T Gargour & Fils

Agency: JWT Beirut

2. Services (Insurance, Banking and Other Services)

Levant Distributors

Client: Levant Distribution

Agency: Pixel Veggie S.A.R.L. Beirut

3. Media

Get Closer to The Truth

Client: Al Arabiya

Agency: Impact Proximity Dubai

4. Home, Clothing, Accessories

Showtime DVR

Client: Showtime

Agency: Leo Burnett / ARC Worldwide FZ LLC Dubai

5. Beauty, Toiletries, Health

Females

Client: Unilever

Agency: Lowe MENA Dubai

a. Viral Marketing

Title: Blood Donation

Client: NO

Agency: JWT Dubai

MARKETING SERVICES CRISTAL

GRAND PRIX

Title: Viagra Campaign - “Straw” and “Vending Machine”

Client: Pfizer KSA

Agency: JWT / RMG Connect (Jeddah)



COMMUNICATION TOOL

1. Mailing

- Adobe - The face saver
Client: Adobe
Agency: Wunderman Dubai

2. Promotions (on pack, games, competitions, on-site publicity...)

- M&M's Miss Green Launch
Client: Masterfoods Middle East FZE
Agency: Impact BBDO Dubai

3. Response Publicity (TV, bill-board, press...)

- Viagra - Vending Machine
Client: Pfizer KSA
Agency: JWT / RMG Connect (Jeddah)
- Viagra - Straw
Client: Pfizer KSA
Agency: JWT / RMG Connect (Jeddah)

Le Jury decided to reward the “Viagra” campaign

PRODUCT CATEGORY - All categories combined

- Snickers Football
Client: Masterfoods Middle East FZE
Agency: Impact BBDO Dubai

HUMOUR CATEGORY

- Viagra Campaign - "Straw" and "Vending Machine"
Client: Pfizer KSA
Agency: JWT / RMG Connect (Jeddah)

INTERNATIONAL PRODUCTION CRISTAL

GRAND PRIX

Title: In Games

Client: Doha Asian Games Organizing Committee

Agency: Grey Worldwide Beirut

Production: City Films



Best Special Effects

- Title: In Games
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut
Production House: City Films

Best Animation

- Title: Yukon - Robots
Clients: General Motors
Agency: Leo Burnett Dubai
Production House: The Talkies

Best Production

- Title: In Games
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut
Production House: City Films

Best Acting Coach

- Title: In Games
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut
Production House: City Films

Best Direction

- Title: In Games
Client: Doha Asian Games Organizing Committee
Agency: Grey Worldwide Beirut
Production House: City Films