

SHORT-LIST / CORPORATE CRISTAL MENA

A. COMMUNICATION TOOLS					
A1. WEB OR E-COMMUNICATION (Intranet, Extranet, Corporate Website, E-Mailing, Blogs, Podcasts, Newsletters...)					
ID	CAMPAIGN	AD TITLE	ADVERTISER	AGENCY	COUNTRY
76	Exotica Valentine	Make a move	Exotica	Leo Burnett Beirut	Lebanon
809	INFINITY	INFINITY	Batelco	FP7/BAH	Bahrain
854	A&H Building Stories	A&H Building Stories	A&H Construction & Development	JWT Beirut	Lebanon
A2. FILM (Internal & External Communication)					
688	L'Art de Vivre le Vin	L'Art de Vivre le Vin	Ets. Khalil Fattal & Fils	Impact BBDO Beirut	Lebanon
811	INFINITY	INFINITY	Batelco	FP7/BAH	Bahrain
1043	Ramadan	Time	du	Leo Burnett Dubai	UAE
A4. PRINT (Outdoor, Press, Instore Display, etc...)					
367	Red-Logistics	Living room	Red-Logistics	FP7/RUH	KSA
858	A&H Stories	A&H Stories (Cinderella)	A&H Construction & Development	JWT Beirut	Lebanon
859	A&H Stories	A&H Stories (Pinocchio)	A&H Construction & Development	JWT Beirut	Lebanon
860	A&H Stories	A&H Stories (Around the World)	A&H Construction & Development	JWT Beirut	Lebanon
A5. PUBLIC RELATIONS & BELOW THE LINE					
95	Exotica Valentine	Make a move	Exotica	Leo Burnett Beirut	Lebanon
864	Le Mall Ramadan	Le Mall Ramadan	Acres Holding	JWT Beirut	Lebanon
A6. INTEGRATED (Minimum of 3 Different Channels)					
166	Masters of Windows 7	Masters of Windows 7	Microsoft	Wunderman Dubai	UAE
812	INFINITY	INFINITY	Batelco	FP7/BAH	Bahrain
874	Do the Fish	Do the Fish	Les Fils de Chafic Halwany	Impact BBDO Beirut	Lebanon
932	2009 Lebanese Parliamentary Elections	2009 Lebanese Parliamentary Elections	Ministry of Interior	Impact BBDO Beirut	Lebanon
A7. CORPORATE IDENTITY (Visual Identity, Graphic Charter, etc...)					
902	ETA Logo	ETA Logo Case Study	Egyptian Tourism Authority	JWT Cairo	Egypt
B. COMMUNICATION AREA					
B3. GREAT CAUSE CAMPAIGNS (Solidarity, CSR, Sustainable Development, Charity, Environment, General Interest & Sponsoring)					
867	Le Mall Ramadan	Le Mall Ramadan	Acres Holding	JWT Beirut	Lebanon
813	Good Call	Good Call	Batelco	FP7/BAH	Bahrain
868	Hepp. Valentine	Hepp. Valentine	Hepp. Attitude Positive	JWT Beirut	Lebanon
891	Demining	Demining	BLOM BANK	OMD & Impact BBDO Beirut	Lebanon
438	Afia's Mothers Day	Mother's Day Event	Savola	Targets Leo Burnett Jeddah	KSA
B4. FINANCIAL & ECONOMIC CAMPAIGNS					
294	Loubnani	Loubnani	BANK AUDI SAL	Leo Burnett Beirut	Lebanon
882	HSBC Motorshow	HSBC Motorshow	HSBC	JWT Beirut	Lebanon