

SHORT-LIST / FILM CRISTAL MENA

| ID | CATEGORY | CAMPAIGN | AD TITLE | ADVERTISER | AGENCY |
|------|---|--|-------------------------------------|--|------------------------------|
| 689 | 1. Food / Drink | Coca Cola Turn World Cup | Twist Cinema | Coca-Cola | FP7/EGY |
| 910 | 1. Food / Drink | Nectar Campaign | Farmville | Tiba for Trade & Distribution | JWT Cairo |
| 911 | 1. Food / Drink | Nectar Campaign | Sushi | Tiba for Trade & Distribution | JWT Cairo |
| 428 | 1. Food / Drink | ALMAZA - World Cup | Tony Hanna | Brasserie Almaz | Intermarkets Beirut |
| 521 | 1. Food / Drink | Birell Group Therapy | Fight | Al Ahram Beverages | Leo Burnett Cairo |
| 522 | 1. Food / Drink | Birell Football Campaign | Dancing | Al Ahram Beverages | Leo Burnett Cairo |
| 525 | 1. Food / Drink | Birell Football Campaign | Zaghrouta | Al Ahram Beverages | Leo Burnett Cairo |
| ID | CATEGORY | CAMPAIGN | AD TITLE | ADVERTISER | AGENCY |
| 252 | 2. Automotive / Automotive Product / Motorbike | Campagne Promo Dacia | Moroccan Alarm | Renault Maroc | JWT Casablanca |
| 418 | 2. Automotive / Automotive Product / Motorbike | Campagne Promo Dacia | Park Assistant | Renault Maroc | JWT Casablanca |
| 729 | 2. Automotive / Automotive Product / Motorbike | "Chevrolet Corporate..i wish everything was Chevrolet" | Chevrolet Corporate ad | General Motors Egypt / Al Mansour Automotive Company | FP7/EGY |
| 307 | 2. Automotive / Automotive Product / Motorbike | Hyundai- Don't try to be Egyptian | Wedding | Ghabbour Auto | TNA "Tarek Nour Advertising" |
| 309 | 2. Automotive / Automotive Product / Motorbike | Hyundai- Don't try to be a wise guy | most selling car | Ghabbour Auto | TNA "Tarek Nour Advertising" |
| 310 | 2. Automotive / Automotive Product / Motorbike | Hyundai- Don't try to be a wise guy | resale value | Ghabbour Auto | TNA "Tarek Nour Advertising" |
| 311 | 2. Automotive / Automotive Product / Motorbike | Hyundai- Don't try to be a wise guy | model range | Ghabbour Auto | TNA "Tarek Nour Advertising" |
| 312 | 2. Automotive / Automotive Product / Motorbike | Hyundai- Don't try to be a wise guy | service center | Ghabbour Auto | TNA "Tarek Nour Advertising" |
| 376 | 2. Automotive / Automotive Product / Motorbike | Mercedes Take Off | Mercedes Take Off | Mercedes-Benz | Impact BBDO Dubai |
| ID | CATEGORY | CAMPAIGN | AD TITLE | ADVERTISER | AGENCY |
| 72 | 3. Insurance / Banking / Financial Service | Loubnani | Loubnani | BANK AUDI SAL | Leo Burnett Beirut |
| 728 | 3. Insurance / Banking / Financial Service | Avoid embarrassment | Couple | BankMed | Impact BBDO Beirut |
| 733 | 3. Insurance / Banking / Financial Service | Avoid embarrassment | Dishes | BankMed | Impact BBDO Beirut |
| 464 | 3. Insurance / Banking / Financial Service | Tribute to Beirut | We Are One | Bank of Beirut | Allied Advertising Beirut |
| 890 | 3. Insurance / Banking / Financial Service | Dubai Islamic Bank - Ramadan TVC | The Man Who gave | Dubai Islamic Bank | Milkshake Media Dubai |
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| 599 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | Vodafone Brand Campaign | Brand Ad | Vodafone Egypt | JWT Cairo |
| 675 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | Corporate campaign: Phase one Magnitude (Numbers) | Phase two Philosophy (Choose Life). | Palm Hills Phase two Choose Life | FP7/EGY |
| 357 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | World Cup Campaign | ON THE ROAD TO JOHANNESBURG | Wataniya Télécom Algérie- Nedjma | FP7/ALG |
| 358 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | Algerie Le voyage du coeur | Le Voyage du coeur | Wataniya Télécom Algérie- Algerian Ministry of Tourism | FP7/ALG |
| 360 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | EL Khadra | EL Khadra | Wataniya Télécom Algérie | FP7/ALG |
| 925 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | INFINITY | INFINITY | Batelco | FP7/BAH |
| M95 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | Speed changes everything | Speed changes everything | Zain Kuwait | JWT Kuwait |
| M99 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | FORMI | Les jeunes au bois dormant | Tunisie Telecom | Havas Tunisie |
| M100 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | FORMI | Hunted House | Tunisie Telecom | Havas Tunisie |
| M101 | 4. Service Activity (Except Financial Service: Internet Services, Mobile Phone Services, TV Providers...) | FORMI | Les dents de la "mère" | Tunisie Telecom | Havas Tunisie |
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| 718 | 5. NGO / Great Cause / Charity | Expiry Date | Expiry Date | Cystic Fibrosis | Impact BBDO Beirut |
| 931 | 5. NGO / Great Cause / Charity | Mother | Mother | Basil Fuleihan Foundation | Impact BBDO Beirut |
| 491 | 5. NGO / Great Cause / Charity | Anti-smoking cancer hospital | Bullet | Cancer Hospital 57357 | TNA "Tarek Nour Advertising" |
| 935 | 5. NGO / Great Cause / Charity | Pink October - A Breast Cancer Awareness Initiative | Pink October. Get Checked. | Abu Dhabi Media Company | Abu Dhabi Media Company |
| 1016 | 5. NGO / Great Cause / Charity | Madrasati Palestine | I'm going to school today | Office of Her Majesty Queen Rania Al Abdullah | TBWA\RAAD |
| ID | CATEGORY | CAMPAIGN | AD TITLE | ADVERTISER | AGENCY |
| 789 | 6. Public Interest Campaign | Municipality Elections | Mother | Ministry of Interior | Impact BBDO Beirut |
| 790 | 6. Public Interest Campaign | Municipality Elections | Sisters | Ministry of Interior | Impact BBDO Beirut |
| 791 | 6. Public Interest Campaign | Municipality Elections | Voiceless | Ministry of Interior | Impact BBDO Beirut |
| 378 | 6. Public Interest Campaign | Pre-elections campaign | Memory Loss | UNDP & Ministry of Interior and Municipalities | FP7/BEI |
| 926 | 6. Public Interest Campaign | Talkies (1/3) | Office | Batelco | FP7/BAH |
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| 873 | 7. Transport / Tourism / Travel | Be Still | Be Still | ADTA | TBWA\RAAD\ABU DHABI |
| 303 | 7. Transport / Tourism / Travel | La France au Liban | Tante | Promofair | B, |
| 918 | 7. Transport / Tourism / Travel | La France au Liban 2 | Taxi | Promofair | B, |
| 919 | 7. Transport / Tourism / Travel | La France au Liban 3 | Le Chef | Promofair | B, |
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| 756 | 8. Leisure / Entertainment / Games / Sport | Marathon | Truck Driver | Ministry of Interior | Impact BBDO Beirut |
| 757 | 8. Leisure / Entertainment / Games / Sport | Marathon | Hot Chick | Ministry of Interior | Impact BBDO Beirut |
| 479 | 8. Leisure / Entertainment / Games / Sport | FLB (Federation Libanaise de Basketball) | Cheering Fan-Japanese | FLB (Federation Libanaise de Basketball) | FP7/BEI |
| 663 | 8. Leisure / Entertainment / Games / Sport | TVC for Asian Football Cup 2011 held in Qatar | Warriors | Local Organizing Committee for the Asian Football Cup 2011 | Impact BBDO Qatar |
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| 992 | 9. Retail Store (Supermarket, Fast-food, Department Store...) | Haji Nadi | 1 Opening | Domino's Pizza | TBWA\RAAD Dubai |
| 1075 | 9. Retail Store (Supermarket, Fast-food, Department Store...) | Haji Nadi | 2 Innovation | Domino's Pizza | TBWA\RAAD Dubai |
| 1076 | 9. Retail Store (Supermarket, Fast-food, Department Store...) | Haji Nadi | 3 Killer Offer | Domino's Pizza | TBWA\RAAD Dubai |
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| 384 | 10. Media (Television, Press, Internet, Radio...) | The Bitter Truth | 1. Jimmy Habibi | Melody Entertainment | Leo Burnett Cairo |
| 465 | 10. Media (Television, Press, Internet, Radio...) | The Bitter Truth | 2. Who's Booby? | Melody Entertainment | Leo Burnett Cairo |
| 502 | 10. Media (Television, Press, Internet, Radio...) | The Bitter Truth | 3. Who do I hit? | Melody Entertainment | Leo Burnett Cairo |
| 534 | 10. Media (Television, Press, Internet, Radio...) | The Bitter Truth | 4. Drama 1 | Melody Entertainment | Leo Burnett Cairo |
| 536 | 10. Media (Television, Press, Internet, Radio...) | The Bitter Truth | 6. Drama 2 | Melody Entertainment | Leo Burnett Cairo |
| 538 | 10. Media (Television, Press, Internet, Radio...) | The Bitter Truth | 8. Drama 3 | Melody Entertainment | Leo Burnett Cairo |
| 535 | 10. Media (Television, Press, Internet, Radio...) | The Bitter Truth | 5. Shitting where you eat | Melody Entertainment | Leo Burnett Cairo |
| 537 | 10. Media (Television, Press, Internet, Radio...) | The Bitter Truth | 7. You are nothing | Melody Entertainment | Leo Burnett Cairo |
| 1100 | 10. Media (Television, Press, Internet, Radio...) | Bihar Awareness Campaign | CNIA Better Together | Critical National Infrastructure Authority | Action Impact Dubai |
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| 411 | 11. Home (Furnishing, Decoration, Cleaning, Equipment) | Extra strong | Extra strong | Food and Drug Corporation | Impact BBDO Dubai |
| 469 | 11. Home (Furnishing, Decoration, Cleaning, Equipment) | Stories of Walls | Sherif & Amina's Wall | Scib Paints | Leo Burnett Cairo |
| ID | CATEGORY | CAMPAIGN | AD TITLE | ADVERTISER | AGENCY |
| 886 | 16. Viral Film | Shorter - Long Haul Flights | Sydney | Ethihad Airways | TBWA\RAAD\ABU DHABI |
| 927 | 16. Viral Film | INFINITY | INFINITY | Batelco | FP7/BAH |
| 1097 | 16. Viral Film | Shorter - Long Haul Flights | New Delhi | Ethihad Airways | TBWA\RAAD\ABU DHABI |
| 1098 | 16. Viral Film | Shorter - Long Haul Flights | Abu Dhabi | Ethihad Airways | TBWA\RAAD\ABU DHABI |
| ID | CATEGORY | CAMPAIGN | AD TITLE | ADVERTISER | AGENCY |
| 736 | 17. Real Estate | New Address | Madinaty New Address | TMG | FP7/EGY |