

### PRIZE-LIST CYBER & MOBILE CRISTAL MENA

N°C ID	CAMPAIGN TITLE	AD TITLE	ADVERTISER	AGENCY	COUNTRY	AWARD
A1 - RETAILER WEBSITE						
102	398	Fake it all	Fake it all	Brand Protection Group	Leo Burnett Beirut	Lebanon CRISTAL
B1 - CORPORATE WEBSITE						
97	250	Cheyef Halak	Cheyef Halak	LBCi	Impact BBDO	Lebanon FINALIST
102	397	Keep Walking Lebanon	Keep Walking Lebanon	Diageo	Leo Burnett Beirut	Lebanon FINALIST
C1 - FOOD / DRINK / MASS-CONSUMPTION PRODUCT / HOME PRODUCT						
91	314	Pepsi Ramadan Campaign	Who deserves the Pepsi ?	Pepsi	Media Direction OMD & Impact BBDO Cairo	Egypt FINALIST
90	373	The adventures with La vache qui rit: the quest for the missing cheese	The adventures with La vache qui rit: the quest for the missing cheese	Groupe Bel	Leo Burnett Dubai	UAE FINALIST
77	340	Pepsi Music Mixer		PepsiCo	Impact Proximity / Impact BBDO	UAE FINALIST
C5 - CHARITY / GENERAL INTEREST						
102	402	No rights No women	No rights No women	No rights No women	Leo Burnett Beirut	Lebanon CRISTAL + GRAND CRISTAL
97	249	Cheyef Halak	Cheyef Halak	LBCi	IMPACT BBDO	Lebanon FINALIST
C7 - TRANSPORT / TOURISM / TRAVEL						
88	357	I am Egypt	I am Egypt	Egyptian Tourist Authority	JWT	Egypt SPECIAL MENTION
E1 - VIRAL MECHANISM						
165	412b	Digital Love	Digital Love	Durex	Buzzman	France CRISTAL
102	399	Fake it All	Fake it All	Brand Protection Group	Leo Burnett Beirut	Lebanon FINALIST
97	369	Do the Fish	Do the Fish	Les Fils de Chafic Halwany	Impact BBDO	Lebanon FINALIST
E2 - VIRAL FILM						
97	252	Cheyef Halak	Pedestrian Bridge/Taxi	LBCi	Impact BBDO	Lebanon CRISTAL