

# SPORTS MARKETING CRISTAL - PRIZELIST 2014

ID FORM	CAMPAIGN NAME	AD TITLE	ADVERTISER / CLIENT	AGENCY NAME	COUNTRY	AWARD
A2. Viral Film						
1350-1	#AllTimeGreats: Pele & Ronaldo	#AllTimeGreats	Emirates Airline	IMPACT BBDO Dubai	UAE	SAPPHIRE
A4. Outdoor / Indoor Posters						
1298-1	Risk Everything - Giant Mural	Risk Everything - Giant Mural	Nike	Mindshare	FRANCE	SAPPHIRE
B1. Best Use Of Digital						
1068-1	Sochi 2014: Live Infographics	Sochi 2014: Live Infographics	The XXII Olympic Winter Games, XI Paralympic Winter Games Of 2014 In Sochi	LTD Articul Media	RUSSIA	CRISTAL
1132-1	Salomon Citytrail		Salomon	MNSTR	FRANCE	SAPPHIRE
B2. Best Use Of Mobile						
1320-6	The List by Sooruz		Sooruz	Publicis Modem	FRANCE	SAPPHIRE
B3. Best Use Of Social Media						
1114-10	#allin or nothing		Adidas	We Are Social	UK	CRISTAL + GRAND CRISTAL
1251-1	Boost Battle Run Adidas	Boost Battle Run Adidas	Adidas	Isobar	FRANCE	EMERALD
1368-1	www.wwwwwwwwww.allblacks.com	All Undeatead	Adidas	Iris Worldwide	AUSTRALIA	EMERALD
B4. Best Use Of Experiential Event						
1302-3	The World's Cup - FIFA World Cup Trophy Tour	The World's Cup - FIFA World Cup Trophy Tour	The Coca-Cola Company	Ignition Inc	UNITED STATES	CRISTAL
B5. Best Use Of PR / Digital PR						
1305-2	The Inverted Jersey	The Inverted Jersey	Botafogo de Futebol e Regatas	Africa	BRASIL	CRISTAL
1343-1	Dacia Sponsor Day	Dacia Sponsor Day	Renault	Publicis Italy	ITALY	SAPPHIRE
1337-2	Honey, Foot You	Honey, Foot You	Dorcel	Mademoiselle Scarlett	FRANCE	EMERALD
B6. Best Use Of Ambient						
1307-2	Olympic Changes	Olympic Changes	Russian Olympic Committee/Visa	MOST Creative Club	RUSSIA	SAPPHIRE
B7. Best Use Of Promo & Activation						
1302-14	The World's Cup - FIFA World Cup Trophy Tour	The World's Cup - FIFA World Cup Trophy Tour	The Coca-Cola Company	Ignition Inc	UNITED STATES	CRISTAL
1305-1	Brahma Seleção Especial	Brahma Seleção Especial	AmBev	Africa	BRASIL	CRISTAL
B8. Best Use Of Branded Content						
1189-1	#ThePretender, Chronicles of a season with Romain		Total	Creative Content	FRANCE	CRISTAL

## B10. Best Use Of User Generated Content

1065-1	Simply Do Wonders	Simply Do Wonders #MeetMessi	Ooredoo	Havas Media Middle East	UAE	EMERALD
1302-12	Happiness Flag	Happiness Flag	The Coca Cola Company	Ignition Inc	USA	SAPPHIRE

## B12. Best Use Of Humour

1114-11	Brazuca		Adidas	We Are Social	UK	SAPPHIRE
1205-5	Straight Down The Middle	Straight Down The Middle	Nike	Great Guns	UK	EMERALD
1360-7	FryFutbol	FryFutbol	McDonald's	OMD International	UK	CRISTAL

## C. Integrated Campaign

1133-2	HTC's partnership of the UEFA Champions League and UEFA Europa League		HTC	OMD Fuse International	UK	CRISTAL
1136-3	Nivea Men x Paris Saint-Germain	Nivea Men 360 Communication Plan	Nivea	FCB Paris / RAPP France	FRANCE	CRISTAL

## D. Best Community Outreach Or Grassroots Programme

1132-2	Salomon Citytrail		Salomon	MNSTR	FRANCE	EMERALD
1224-1	Sports Matter		DICK'S Sporting Goods	OMD	USA	CRISTAL
1302-6	The Coca-Cola Company	Coca-Cola Cup - Join The Game	Coca-Cola	Havas Sports & Entertainment	POLAND	SAPPHIRE