



China Cristal Awards Prize Winners

Film Cristal

Food Beverage - Father & Daughter

The Dairy Farm Co. Ltd / McCann Worldgroup HK / Off-fo-hi

Outdoor Cristal

Automotive / Motorcycle / Transport - Bose campaign: Elvis Presley, Michael Jackson
Dong Feng / Dentsu Group Shanghai

Service - GE Olympic campaign: Stadium, Swim Line, Rice Paddy, Lotus
GE / BBDO China

NGO / Charity / Humanitarian & Collective Interest Grand Cristal
The call of the Wild campaign: Polar Bear, Penguin, Seal
Natural resources Defense Council / DDB Guoan Advertising Co.

Magazine Cristal

Home / Clothing / Accessories - Levi's 501 campaign: Unbuttoned the Magazine
Levi Strauss (HK) Ltd. / OMD HK

Integrated Cristal

Variation of Idea / Plurimedia - Hp Printer
HP / Publicis Beijing

Conception of Idea Grand Cristal - Cheers for China
McDonald's / DDB China Group - Tribal DDB Shanghai
Audi / MIC Films (Greg Yu & Benjamin L'Hotellier)



Food / Beverage Website - Color your Life
 Philips Electronics / DDB China Group - Tribal DDB Shanghai

Viral Film - Always Online
 Lenovo / Dentsu Beijing



Urban Refresh
 Sprite China / Gang China (Josh Taft)

Soundtrack Cristal - Transform
 Audi / MIC Films (Greg Yu & Benjamin L'Hotellier)

Discover all the Prize Winners in images at
www.chinacristal.com



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