

CRESTA FINALISTS FOR YEAR 2014

AUSTRALIA

Bashful, Paddington

KMS California "KMS Shags" (Digital)

Finch, Sydney

Duchenne Muscular Dystrophy "The Most Powerful Arm" (Online Digital Design)
Speed "Mistakes" (Craft Television - Direction)

Havas Worldwide Australia, North Sydney

Duchenne Muscular Dystrophy "The Most Powerful Arm Ever Invented" (Websites)
Durex "Funawear" (Interactive)

Marmalade Melbourne, Prahran

Melbourne Water Rain Gardens "Saving our Waterways one Bus Stop at a Time." (Outdoor)

Red Agency, North Sydney

Duchenne Muscular Dystrophy "The Most Powerful Arm Ever Invented" (Websites)

AUSTRIA

DDB Tribal, Vienna

T-Mobile "SMS Love Story" (Television)
McDonald's "Morning Mood" (Magazine)
Caritas "Thermal Adshel" (Ambient Media)
Caritas "Thermal Adshel" (Promotions & Incentives)
Pattex Super Glue "Rubberband Ad" (Branded Content)

screenagers, Vienna

99 reasons "www.screenagers.com/99reasons" (Websites)
99 reasons "www.screenagers.com/99reasons" (Online Digital Design)

BELGIUM

10 advertising, Antwerp

Stop Darmaknker (Stop Colon Cancer) "Dear Brad Pitt" (Direct Marketing)

BRAZIL

Artplan, Rio de Janeiro

Brazilian Symphony Orchestra "Classicals Behind The Classics" (Banner Ads)

Leo Burnett Tailor Made, Sao Paulo

Brazilian Association of Organ Transplantation "Bentley Burial" (Interactive)

CHILE

Inbrax Chile, Santiago

Buzzy "Bubble Fruit Gum" (Magazine)
Buzzy "Bubble Fruit Gum" (Poster)

COLOMBIA

LOWE/SSP3, Bogotá

Ministry of Defense "You are my Son" (Ambient Media)
Ministry of Defense "You are my Son" (Direct Marketing)

CROATIA

Bruketa&Zinic OM d.o.o., Zagreb

UNICEF Childhood Keepers Program "Put Yourself in their Shoes" (In-Store Activities)

DENMARK

CZOO, Aarhus

Danish Crown Annual Report "Being Part of a Group" (Annual Reports)

McCann, Copenhagen

Black Sabbath's New Album '13' "The Legends Return" (Outdoor)

ECUADOR

Otracabeza Glocal S.A., Guayaquil

Otracabeza Event Agency "Glass Candlestick/Our Twist" (Business Gifts)

FINLAND

Havas Worldwide, Helsinki

Cancer Society of Finland "Baby Love" (Online Film)

hasan & partners, Helsinki

DNA "The Christmas Wish" (Ambient Media)

FRANCE

Babel, Paris

Time Out Paris "The Selection" (Outdoor)

BETC, Paris

evian "The amazing baby&me 2" (Television)

Lacoste "The big leap" (Television)

Reporters without borders "Great people" (Television)

Ubisoft/Watchdogs "We are data" (Websites)

Loto "Lucky Gloves" (Ambient Media)

evian "Baby&Me" (Integrated Campaigns)

Ubisoft/Watchdogs "We are Data" (Craft Interactive - Interface & Navigation)

evian "The Amazing Baby&Me 2" (Craft Television - Special Effects/Computer Graphics)

DigitasLBI France, Levallois Perret

Publicis Groupe Wishes 2014 "The More The Merrier" (Interactive)

51 Rosé "The Ice Cube Throwing Championship" (Interactive)

Publicis Groupe Wishes 2014 "The More The Merrier" (Direct Marketing)

Publicis Groupe Wishes 2014 "The More The Merrier"

(Craft Interactive - Interface & Navigation)

FRED & FARID GROUP, Paris

Société Générale "Money Exchange" (Television)

PORSCHE "911 Rear Horsepower" (Magazine)

PORSCHE "911 Rear Horsepower" (Outdoor)

PORSCHE "911 Rear Horsepower" (Craft Magazine - Photography)

Orangina "Stay Alive" (Craft Television - Direction)

Havas Worldwide Paris, Puteaux

Architecture Museum Paris "Wood", "Brick", "Stone" (Magazine)

EDF Energy Savings "Washing Machine", "Phone", "Lamp" (Magazine)

Weber "The Warmest Greeting Card" (Direct Marketing)

Architecture Museum Paris "Wood", "Brick", "Stone" (Outdoor)

Architecture Museum Paris "Wood", "Brick", "Stone" (Craft Outdoor - Illustration)

Leo Burnett France, Saint Denis

Theatre de la Bastille "Edgar & Kelly Trailer 2013" (Cinema)

Mimi Foundation "If Only for a Second" (Viral Films)

Mimi Foundation "If Only for a Second" (Cinema)

Mimi Foundation "If Only for a second" (Magazine)

JEEP "Upside Down" (Magazine)

Mimi Foundation "If Only for a second" (Integrated Campaigns)

Mimi Foundation "If Only for a Second" (Direct Marketing)

Mimi Foundation "If Only for a Second" (Outdoor)

Mimi Foundation "If Only for a Second" (PR Events)

JEEP "Upside Down" (Craft Magazine - Art Direction)

JEEP "Upside Down" (Craft Magazine - Illustration)

Mimi Foundation "If Only for a Second" (Craft Magazine - Photography)

FRANCE (con't)

Publicis Conseil, Paris

- Orange "Go Europe" (Television)
- PMU "You like to bet?" (Television)
- Institut de France "Nathalie" (Television)
- Stihl "Polar Station" (Television)
- Le Monde "Art Market" (Magazine)
- Badabulle "Teddy's Nightmare" (Magazine)
- Envol Vert "Tree in pieces" (Magazine)
- AXA "Another Bad Driver" (Ambient Media)
- Nescafe "Really Friends?" (Integrated Campaigns)
- Badabulle "Teddy's Nightmare" (Craft Magazine - Photography)

Rosapark, Paris

- Innocence en Danger "Emoticon Campaign" (Newspaper)
- Innocence en Danger "Emoticon Campaign" (Magazine)
- Innocence en Danger "Emoticon Campaign" (Outdoor)
- Innocence en Danger "Emoticon Campaign" (Craft Magazine - Art Direction)
- Innocence en Danger "Emoticon Campaign" (Craft Magazine - Illustration)

The Gang Films, Paris

- Jean-Paul Gaultier "On The Docks" (Television)
- Jean-Paul Gaultier "On The Docks" (Craft Television- Special Effects/Computer Graphics)

W&CIE , Boulogne Billancourt

- (FNSF) Women Solidarity National Federation "The Phone" (Online Film)

GERMANY

Blumberry GmbH, Berlin

- Angela Merkel Election Campaign "The Talking Poster" (Poster)

Cheil Germany GmbH, Schwabach am Taunus

- Rich Secco "http://richbitchfridge.com/case/mobile/" (Interactive)
- UN Campaign Against Forced Marriage "Free the Forced" (Interactive)
- Rich Secco "RICH BITCH FRIDGE" (Ambient Media)
- UN Campaign Against Forced Marriage "Free the Forced" (Ambient Media)
- Un Campaign Against Forced Marriage "Free the Forced" (Promotions & Incentives)

DOJO Werbeagentur GmbH, Berlin

- Friends with Benefits "Festival of the Homeless 2013" (Poster)

HEIMAT, Berlin

- Hornbach "The Hornbach Hammer" (Television)
- Swisscom "All eyes on S4" (Viral Films)
- Hornbach "And What will Remain of You" (Television)
- Swisscom "All eyes on S4" (Ambient Media)
- Swisscom "All eyes on S4" (Integrated Campaigns)
- Hornbach "The Hornbach Hammer" (Integrated Campaigns)
- Hornbach "The Hornbach Hammer" (Promotions & Incentives)
- Swisscom "All eyes on S4" (Promotions & Incentives)
- Swisscom "All eyes on S4" (Branded Entertainment)
- Hornbach "The Hornbach Hammer" (Branded Entertainment)

Havas Worldwide, Düsseldorf

- n-tv app "Snowden" (Television)
- Citroen Multicity Carsharing Berlin "Running Shoes" (Ambient Media)
- fiftyfifty "The Hijacked Contest" (Ambient Media)
- fiftyfifty "The hijacked Contest" (Promotions & Incentives)
- Citroen DS3 "Style Parade" (Craft Television - Best Use of Music)

Leo Burnett GmbH, Frankfurt am Main

- Abarth 500 "#ZeroFollowers" (Interactive)
- Goodyear EfficientGrip Performance "The Wet Grip Experience" (Ambient Media)
- Sealife Aquariums "Closer than you Think." (Outdoor)

GERMANY (Con't)

Pixelpark/Elephant Seven, Düsseldorf

Mercedes-Benz "The Mercedes-Benz Augmented Reality App" (Off-line Interactive Media)

Publicis, Munich

Lupine Bike Lights "Dark Poems" (Radio)

Lupine Bike Lights "Betty" "The Brightest Online Ad" (Brand Activation)

Serviceplan, Munich

Alive e.V. "Troy Davis - I am Alive" (Micro-Sites)

#dreamon "#dreamon" (Mobile Applications)

SWISS International Air Lines AG "Instagram Takeover" (Mobile Applications)

Auchan "The Selfscan Report" (Mobile Applications)

BMW "Soundtree" (Micro-Sites)

Alive e.V. "Troy Davis - I am alive" (Online Digital Design)

Auchan "The Selfscan Report" (Online Digital Design)

BMW "Soundtree" (Online Digital Design)

Auchan "The Selfscan Report" (Craft Interactive - Animation/Motion Graphics)

Alive e.V. "Troy Davis - I am Alive" (Craft Interactive - Interface & Navigation)

BMW "Soundtree" (Craft Interactive - Animation/Motion Graphics)

BMW "Soundtree" (Craft Interactive - Interface & Navigation)

ISRAEL

McCann Erickson, Tel-Aviv

Yes- satellite TV "Yes Multi-room" (Television)

Yes- satellite TV "Yes Emotions" (Television)

JAPAN

Daiko Advertising Inc., Osaka

Seirogan "Portable Toilet Popularizes Diarrhea Medicine Package" (Branded Entertainment)

Dentsu Creative X, Inc., Tokyo

Savoy "Fight" (Television)

Savoy "Fight" (Craft Television - Direction)

Hakuhodo, Inc., Tokyo

Inakadate Village "Rice-Code" (Ambient Media)

Tohokushinsha Film Corporation, Tokyo

CupNoodle "Survive!" (Television)

KOREA

Healing Brush, Seongnam-si

Korea National Child Protection Agency "Hidden Truth" (Outdoor)

MALAYSIA

M&C Saatchi Sdn Bhd, Kuala Lumpur

Lend A Hand "Save the Tapirs" (Graphic Design)

Volkswagen "Horsepower CNY Card 2014" (Graphic Design)

NAMIBIA

Advantage Y&R, Windhoek

Land Rover "Bookshelf" (Magazine)

NETHERLANDS

Saatchi & Saatchi | Leo Burnett, Amsterdam

Parkinson Foundation Netherlands "The Worst Harlem Shake Ever" (Viral Films)

NORWAY

Anti Inc As, Oslo

- Black Vodka "Black Vodka by Arcus" (Packaging Design)
- Black Vodka "Black Vodka by Arcus" (Graphic Design)

Good Morning, Oslo

- Good Morning "http://good-morning.no/casestudies/good-morning-breakfast/"
(Mobile Applications)
- The Taco Game "http://www.tacospillet.no/?lang=en"
(Craft Interactive - Animation/Motion Graphics)

McCann, Oslo

- Gristad Bacon "The Lucky Pig" (Television)

SMFB, Oslo

- IKEA "The Second Hand Campaign" (Television)
- Geox Amphibiox "http://amphibiox.geox.com/" (Interactive)
- Geox Amphibiox "7 Days of Rain" (Promotions & Incentives)
- Geox Amphibiox "http://amphibiox.geox.com/" (Craft Interactive - Interface & Navigation)

TRY/Apt, Oslo

- The Norwegian Bank "Murphy's Law" (Television)
- Norwegian Association/Blind "It Could have been Worse" (Television)
- Lofoten "Hold the Cod" (Television)
- Solo "Message in a Bottle" (Digital)
- Solo "Message in a Bottle" (Integrated Campaigns)
- The Norwegian Labour Party "Taxi Stoltenberg" (PR Events)
- The Norwegian Labour Party "Taxi Stoltenberg" (Branded Content)

PORTUGAL

BAR - Bomtempo, Anahory & Ralha, Lisbon

- Inspirit "Lorem Ipsum Book" (Ambient Media)

Fuel, Lisboa

- Queer Lisboa "Pride Heart" (Television)

ROMANIA

BV McCann Erickson, Bucharest

- ROM "Bucharest not Budapest" (Integrated Campaigns)

RUSSIA

Andrew Gorkovenko, Moscow37-007

- triptea "triptea tea" (Packaging Design)

SAUDI ARABIA

Drive Dentsu , Jeddah

- Toyota Hilux "Toyota Hilux Ramadan Truck" (Ambient Media)
- Toyota Hilux "Toyota Hilux Ramadan Truck" (Direct Marketing)

JWT, Riyadh

- STC Adha Roaming "Face " (Outdoor)

SCOTLAND

The Leith Agency, Edinburgh

- Baxters Marathon "Blisters, Cramp Hell, Heaven" (Poster)

SLOVAKIA

MADE BY VACULIK, Bratislava

- Modry Andel Taxi "You Drink we Drive" (Television)

SPAIN

Havas Media Group, Madrid

- Harrison's Fund "I Wish my Son had Cancer " (Newspaper)
- Harrison's Fund "I wish my Son had Cancer " (Direct Marketing)

SWEDEN

Abby Norm, Stockholm

- Adobe "Photoshop Live - Street Retouch Prank" (Direct Marketing)
- Adobe "Photoshop Live - Street Retouch Prank" (Branded Content)

Åkestam Holst, Stockholm

- IKEA "Nightwalkers" (Television)
- Pause Home Entertainment "Stockholm House Equalizer" (Micro-Sites)
- Pause Home Entertainment "Stockholm House Equalizer" (Banner Ads)
- Swedavia Swedish Airports "The Local's Guide" (Digital)
- Pressbyran "The Gay Bureau" (Ambient Media)
- Apotek Hjartat "Blowing in The Wind" (Ambient Media)
- Pause Home Entertainment "Pause Speaker Cards" (Direct Marketing)
- Apotek Hjartat "Blowing in The Wind" (Outdoor)
- Pressbyran "The Gay Bureau" (Promotions & Incentives)
- Apotek Hjartat "Blowing in The Wind" (Branded Content)

Bold, Stockholm

- Historiska Museum "Historiska Redesign" (Graphic Design)

Forsman & Bodenfors, Gothenburg

- UNICEF "The Good Guys Christmas" (Television)
- Volvo Trucks "Live Test Series" (Television)
- Volvo Trucks "The Hook" (Television)
- Volvo Trucks "The Technician" (Television)
- Volvo Trucks "The Hamster" (Television)
- Volvo Trucks "The Chase" (Television)
- Volvo Trucks "The Epic Split" (Television)
- Volvo Trucks "The Chase 360°" (Interactive)
- HELLY HANSEN "First Tracks" (Interactive)
- Volvo Trucks "Live Test Series" (Magazine)
- Volvo Trucks "Live Test Series & The Chase 360°" (Integrated Campaigns)
- Volvo Trucks "The Epic Split" (Craft Television - Direction)
- Volvo Trucks "The Epic Split" (Craft Television - Best Use of Music)
- Volvo Trucks "The Epic Split" (Branded Entertainment)
- Volvo Trucks "Live Test Series" (Branded Entertainment)

KING, Stockholm

- Eurojackpot "Be Careful What You Wish For" (Television)

M&C Saatchi, Stockholm

- Stockholm Pride "GOWEST" (Micro-Sites)
- Stockholm Pride "GOWEST" (PR Events)

North Kingdom, Skellefteå

- A Journey Through Middle-Earth "http://middle-earth.thehobbit.com/" (Websites)
- A Journey Through Middle-Earth "The Hobbit" (Branded Entertainment)

Saatchi & Saatchi, Stockholm

- Elmsta 3000 Horror Fest "Home invasion" (SMS/MMS Messaging)

Valentin & Byhr, Gothenburg

- Forbo Flooring "The Spa Offer" (Direct Marketing)

SWITZERLAND

Agentur am Flughafen AG, Altenrhein

- VBZ Public Transport "A Mailing with a BIG Message" (Direct Marketing)

Leo Burnett Schweiz AG, Zürich

- Chocolat Frey "Mongolia" (Television)
- Slow Food "Animal Tabs" (Magazine)
- SAJV / Youth Session "Poll Results" (Newspaper)

TAIWAN

Havas Worldwide, Taipei

- Kingston USB 3.0 "The New Speedy Breed-Hippo" (Magazine)
- Kingston USB 3.0 "The New Speedy Breed-Whale" (Magazine)
- Kingston "Memory" (Branded Content)

TURKEY

Havas Worldwide, Istanbul

- Açık Radyo/Open Radio "Music of the People" (Poster)
- Açık Radyo/Open Radio "Music of the People" (Outdoor)
- Açık Radyo/Open Radio "Music of the People" (Craft Outdoor - Art Direction)

Tazefikir, Istanbul

- lookingcare.com "From Breast Reduction to Hair Transplantation" (Newspaper)

UNITED ARAB EMIRATES

IMPACT BBDO, Dubai

- Commercial Insurance "Your Destiny" (Radio)
- Johnson's Baby "Grandparents Frame" (Interactive)
- Johnson's Baby "Grandparents Frame" (Mobile Applications)
- Snickers "Unhungry" (Newspaper)
- Vape Bug Repellent "Widows" (Newspaper)
- Bridgestone Tires "Run Flat" (Newspaper)
- Mercedes-Benz "Be Warned" (Newspaper)
- Loto Libanais "Balls" (Newspaper)
- Vape Bug Repellent "Widows" (Poster)
- Band-Aid "Small Wounds Big Stories" (Poster)
- Mercedes-Benz "Be Warned" (Poster)
- Loto Libanais "Balls" (Poster)
- Vape Bug Repellent "Widows" (Craft Newspaper - Art Direction)
- Loto Libanais "Balls" (Craft Newspaper - Copywriting)
- Band-Aid "Small Wounds Big Stories" (Craft Poster - Illustration)

UNITED KINGDOM

Abbott Mead Vickers BBDO, London

- Guinness "Sapeurs" (Television)
- Blackberry "Calendar of Tales" (Publication Design)
- Guinness "Sapeurs" (Craft Television - Direction)
- Guinness "Sapeurs" (Craft Television - Editing)
- Whiskas "Big Cat Little Cat" (Craft Poster - Photography)
- Cesar "The Journey" (Craft Television - Direction)
- Eurostar "Stories Are Waiting" (Craft Television - Direction)
- Eurostar "Stories Are Waiting" (Craft Television - Editing)

CHI & Partners, London

- Samsung "Charge" (Television)
- The Prince's Trust "Tomorrow Project" (Ambient Media)
- Campaign Big Awards "Age", "Distance", "Size" (Graphic Design)
- The Prince's Trust "Tomorrow Project" (Promotions & Incentives)
- Samsung "Charge" (Craft Television - Art Direction)
- Samsung "Charge" (Craft Television - Best Use of Music)
- Samsung "Charge" (Craft Television - Cinematography)
- Samsung "Charge" (Craft Television - Direction)
- Campaign Big Awards "Age", "Distance", "Size" (Craft Magazine - Art Direction)
- The Prince's Trust "Bad Press" (Craft Cinema - Copywriting)
- The Prince's Trust "Tomorrow Project" (Branded Content)

Great Guns, London

- Nike Flyknit "Light. Strong. Nike Flyknit" (Craft Online Film - Best Use of Music)
- Neft Vodka "Bad Motherfucker" (Craft Viral Films - Direction)

McCann Manchester, Prestbury

- Aldi Gin "Gin" (Television)
- Aldi Champagne "Champagne" (Television)

UNITED KINGDOM (con't)

Wave Studios, London

- Three "The Moon Walking Pony" (Craft Television - Best Use of Music)
- Guinness "Sapeurs" (Craft Television - Best Use of Music)
- Three "Sing it Kitty" (Craft Television - Best Use of Music)

UNITED STATES

360i, New York

- Oscar Mayer Original 16 Oz. Bacon "Say It With Bacon" (Digital)
- HBO 'Game of Thrones' "#ROASTJOFFREY" (Digital)

Commonwealth, Detroit

- Chevrolet "The New Us" (Television)

Creative Artist Agency, Los Angeles

- Chipotle Mexican Grill "The Scarecrow" (Online Film)

Havas Worldwide New York, New York

- d-CON "Mousehole Theater" (Online Film)
- Dos Equis "Dogsled", "Bear", "Handball" (Television)
- d-CON "Last Gasp", "911", "Browser" (Radio)
- Dos Equis "Best Dressed" (Radio)

Huge, Brooklyn

- Hugeinc.com "The Redesigned Hugeinc.com" (Online Digital Design)

INNOCEAN USA, Huntington Beach

- Hyundai Motor America "The Walking Dead - Forgot About That" (Television)
- Hyundai Motor America "Team" (Television)
- Hyundai Motor America "Dad's Sixth Sense" (Television)
- Hyundai Motor America "The Walking Dead Chop Shop Campaign" (Integrated Campaigns)
- Hyundai Motor America "The Walking Dead Preroll Poster" (Graphic Design)
- Hyundai Motor America "Chop Shop Journal" (Promotions & Incentives)
- Hyundai Motor America "The Walking Dead Chop Shop App" (Branded Entertainment)
- Hyundai Motor America "The Walking Dead Comic Prints" (Branded Content)

McCann Erickson, New York

- Nature Valley "www.quietestshowonearth.com/judging" (Interactive)
- Ad Council/Greatest Action Movie Ever "www.agencycases.com/game" (Interactive)
- Voices Against Violence "agencycases.com/voices" (Interactive)
- Voices Against Violence "My Voice Matters" (Integrated Campaigns)
- Nature Valley - Trail View 2.0 "www.naturevalleytrailview.com/judging2.0" (Online Digital Design)
- Nature Valley "Quietest Show on Earth" (Promotions & Incentives)
- Nature Valley - Trail View 2.0 "www.naturevalleytrailview.com/judging2.0" (Craft Interactive - Interface & Navigation)
- Voices Against Violence "www.agencycases.com/voices" (Craft Interactive - Interface & Navigation)
- Ad/Council/Greatest Action Movie Ever "www.agencycases.com/game" (Craft Interactive - Animation/Motion Graphics)
- Ad Council "Greatest Action Movie Ever" (Branded Entertainment)

SapientNitro, Miami Beach

- MSNBC "MSNBC Digital Eco-System" (Interactive)
- Fiat 500L "FIAT Italian Masterpiece" (Ambient Media)
- MSNBC "MSNBC Digital Eco-System" (Craft Interactive - Interface & Navigation)

CRESTA SHORT LIST TALLY

AUSTRALIA	7
AUSTRIA	7
BELGIUM	1
BRAZIL	2
CHILE	2
COLOMBIA	2
CROATIA	1
DENMARK	2
ECUADOR	1
FINLAND	2
FRANCE	53
GERMANY	40
ISRAEL	2
JAPAN	5
KOREA	1
MALAYSIA	2
NAMIBIA	1
NETHERLANDS	1
NORWAY	16
PORTUGAL	2
ROMANIA	1
RUSSIA	1
SAUDI ARABIA	3
SCOTLAND	1
SLOVAKIA	1
SPAIN	2
SWEDEN	35
SWITZERLAND	4
TAIWAN	3
TURKEY	4
UNITED ARAB EMIRATES	15
UNITED KINGDOM	26
UNITED STATES	30
TOTAL:	276

CRESTA SHORT LIST BREAKDOWN**33 countries representing:**

Ambient Media	18
Branded Entertainment	15
Crafts	49
Design	16
Direct Marketing	13
Integrated Campaigns	10
Interactive	38
Outdoor	21
Press	25
Promotions & Incentives	15
Radio	4
TV/Cinema/Online Film	52
TOTAL:	276

