

CRESTA WINNERS FOR YEAR 2017

AGENCY OF THE YEAR: McCann New York

NETWORK OF THE YEAR: McCann Worldgroup

Ambient Media Grand Prix

McCann, New York, USA

State Street Global Advisors "Fearless Girl" (Ambient Media)

Branded Entertainment Grand Prix

McCann, New York, USA

State Street Global Advisors "Fearless Girl" (Branded Entertainment)

Crafts Grand Prix

Factory, London

Channel 4 - Rio Paralympics 2016 "We're The Superhumans " (Sound Design)

Integrated Grand Prix

Grey, New York

Pantene "#DadDo" (Integrated Campaigns)

Interactive Grand Prix

McCann, New York, USA

Lockheed Martin "The Field Trip to Mars" (Offline Interactive Media)

Outdoor Grand Prix

McCann, New York, USA

State Street Global Advisors "Fearless Girl" (Outdoor)

Promotions & Incentives Grand Prix

McCann, New York, USA

State Street Global Advisors "Fearless Girl" (PR Events)

TV/Cinema/Online Film Grand Prix

Forsman & Bodenfors, Gothenburg, SWEDEN

PostNord "Love Logistics" (Television)

AUSTRALIA

Alt.vfx, Brisbane

FDA "Straw City" (Craft Television - Animation) - **GOLD**

McCann, Melbourne

University of Melbourne "Made Possible By Melbourne" (Integrated Campaigns) - **SILVER**

University of Melbourne "Made Possible By Melbourne" (Ambient Media) - **SILVER**

YMCA "YMCA Playnasium" (Ambient Media) - **BRONZE**

University of Melbourne "Made Possible By Melbourne" (Outdoor) - **SILVER**

YMCA "YMCA Playnasium" (Graphic Design) - **SILVER**

McCann, Sydney

The Hunger Project "A Table To End Hunger" (Digital) - **GOLD**

The Hunger Project "A Table To End Hunger" (Promotions & Incentives) - **SILVER**

CZECH REPUBLIC

Havas, Prague

EKO-KOM: Recycling education "Recycle, it makes sense" (Television) - **BRONZE**

EGYPT

FP7/CAI, Cairo

Coke Red "The Line-up Song" (Viral Films) - **BRONZE**

FRANCE

BETC Paris, Pantin

CANAL+ "Kitchen" (Television) - **SILVER**

evian "Baby Bay" (Cinema) - **GOLD**

CANAL+ "AiMEN" (Interactive) - **SILVER**

Addict Aide "Like my addiction" (Buzz Marketing) - **GOLD**

Canal+"Kitchen" (Craft Television - Special Effects/Computer Graphics) - **GOLD**

Havas Worldwide Paris, Puteaux

VOXPAX "Rocker", "Supporter" (Craft Magazine - Illustration) - **BRONZE**

Les Gaulois, Puteaux

AMGEN "Porcelain bones" (Direct Marketing) - **BRONZE**

McCann Paris, Clichy

Mouvement du Nid (anti-prostitution NGO) "Girls of Paradise" (Radio) - **GOLD**

Innocence en Danger "#GuiltyTags" (Outdoor) - **SILVER**

Mouvement du Nid (anti-prostitution NGO) "Girls of Paradise" (PR Events) - **SILVER**

TBWA\G1, Boulogne-Billancourt

Nissan Around View Monitor "Parking Is Not An Art" (Magazine) - **BRONZE**

GERMANY

Cheil Germany GmbH, Schwalbach am Taunus

Samsung Gear VR "#BeFearless" (Interactive) - **BRONZE**

Samsung Gear VR "#BeFearless" (Craft Interactive - Virtual Reality) - **BRONZE**

HEIMAT Werbeagentur GmbH, Berlin

Hornbach "The First Analog Webstore" (Online Film) - **BRONZE**

Legacy Berlin "Art Beats Hate" (Promotions & Incentives) - **GOLD**

Otto "The Most Precious Gift" (Craft Television - Animation) - **SILVER**

Legacy Berlin "Art Beats Hate" (Craft Outdoor - Illustration) - **BRONZE**

Kolle Rebbe GmbH, Hamburg

Toast-it! BBQ Style "The Jumping Sandwich" (Packaging Design) - **SILVER**

Weingut Knipser "Ageing Wine Bottles" (Packaging Design) - **GOLD**

Leo Burnett GmbH, Frankfurt am Main

Samsung Gear S2 "Design your time" (Interactive) - **BRONZE**

Fiat Ducato "Hate Going Twice" (Magazine) - **BRONZE**

Samsung Gear S2 "Design your time" (Online Digital Design) - **SILVER**

JAPAN

Dentsu Inc/CDC, Tokyo

Green Ribbon Project Committee/Organ Transplant "Second Life Toys" (Promotions & Incentives) - **SILVER**

NORWAY

Good Morning, Oslo

Kygo "Kygo Life - <https://story.kygolife.com>" (Online Digital Design) - **BRONZE**

TRY, Oslo

Norwegian Airlines "Brad is single" (Newspaper) - **BRONZE**

PERU

McCann, Lima

Sodimac homecenter "The Hijacked Highway" (Craft Online Film - Virtual Reality) - **GOLD**

Sodimac Homecenter "The Hijacked Highway" (Branded Entertainment) - **BRONZE**

PORTUGAL

Y&R Lisbon, Lisboa

BI - Weekend Supplement "Even serious news deserve a weekend" (Craft Newspaper - Illustration) - **BRONZE**

SINGAPORE

MRM/McCANN Singapore & Commonwealth/McCANN India

Chevrolet "Lost in the Rain" (Ambient Media) - **BRONZE**

SPAIN

The Cyranos // McCann, Barcelona

EITB - Sin Ir Más Lejos "EITB - Perrito" (Television) - **BRONZE**

SRI LANKA

TBWA\Sri Lanka, Colombo

Ceylon Today Newspaper "Afterlife" (Newspaper) - **BRONZE**

SWEDEN

ACNE, Stockholm

IKEA "Let's Relax" (Online Film) - **BRONZE**

Forsman & Bodenfors, Gothenburg

ONE GRAND PRIX +

SK-II Luxury Skincare "Marriage Market Takeover" (Online Film) - **BRONZE**

SK-II Luxury Skincare "Marriage Market Takeover" (Integrated Campaigns) - **SILVER**

A-Z, The Inner Voice "A-Z, The Inner Voice" (Craft Online Film - Cinematography) - **SILVER**

UNITED KINGDOM

AMVBBDO, London

Maltesers "The Light Side Of Disability" (Television) - **SILVER**

HP "Brothers" (Cinema) - **SILVER**

Bodyform "Blood" (Craft Online Film - Cinematography) - **GOLD**

Factory, London

ONE GRAND PRIX +

Save The Children "Still The Most Shocking Second A Day" (Craft Television - Sound Design) - **GOLD**

Great Guns, London

Leningrad "Kolshik" (Craft Music Videos - Direction) - **GOLD**

Leningrad "Kolshik" (Craft Music Videos - Editing) - **GOLD**

Weber Shandwick, London

FGM Awareness "Brutal Cut" (Online Film) - **SILVER**

FGM Awareness "Brutal Cut" (Promotions & Incentives) - **BRONZE**

UNITED STATES

Arnold Worldwide, Boston

Jack Daniel's "Our Town" (Television) - **BRONZE**

Commonwealth/McCann, Detroit

Chevrolet "Lego Batman" (Promotions & Incentives) - SILVER

Grey, New York

ONE GRAND PRIX +

Volvo "Highway Robbery" (Outdoor) - SILVER

NFL "Super Bowl Babies" (Craft Television - Best Use of Adapted/Licensed Music) - GOLD

Pantene "#DadDo" (Branded Entertainment) - GOLD

McCann, New York

FIVE GRAND PRIX's +

Cigna "TV Doctors" (Online Film) - BRONZE

Lockheed Martin "The Field Trip to Mars" (Digital) - GOLD

Lockheed Martin "The Field Trip to Mars" (Ambient Media) - GOLD

Lockheed Martin "The Field Trip to Mars" (Direct Marketing) - GOLD

State Street Global Advisors "Fearless Girl" (Direct Marketing) - GOLD

United States Postal Service "The Most Wonderful Ornament" (Direct Marketing) - SILVER

Lockheed Martin "The Field Trip to Mars" (Outdoor) - GOLD

Godiva "The Box that Keeps Giving" (Packaging Design) - SILVER

Lockheed Martin "The Field Trip to Mars" (Promotions & Incentives) - GOLD

Lockheed Martin "The Field Trip to Mars" (Craft Interactive - Virtual Reality) - GOLD

Lockheed Martin "The Field Trip to Mars" (Branded Content) - GOLD

Cigna "TV Doctors of America" (Branded Content) - BRONZE

CRESTA SHORT LIST TALLY

AUSTRALIA	8
CZECH REPUBLIC	1
EGYPT	1
FRANCE	11
GERMANY	11
JAPAN	1

NORWAY	2
PERU	2
PORTUGAL	1
SINGAPORE	1
SPAIN	1
SRI LANKA	1
SWEDEN	5
UNITED KINGDOM	9
UNITED STATES	23
TOTAL:	78

CRESTA SHORT LIST BREAKDOWN

15 countries representing:

Ambient Media	5
Branded Entertainment	5
Crafts	16
Design	6
Direct Marketing	4
Integrated Campaigns	3
Interactive	6
Outdoor	5
Press	4
Promotions & Incentives	9
Radio	1
TV/Cinema/Online Film	14
TOTAL:	78

WINNERS by AWARD LEVEL:

Grand Prix's	8
Gold	23
Silver	22
Bronze	25