

CRISTAL DU MARKETING RELATIONNEL ET PROMOTIONNEL / MARKETING SERVICES CRISTAL

WINNERS FRANCE

- **MARKETING SERVICES GRAND CRISTAL – FRANCE**

CAMPAIGN : SFR, CAVAOUATCHER

CLIENT : SFR

AGENCY : DIALOG RED

CD : MICHEL DUVAL

THE “CRISTAL” BY COMMUNICATION TOOL ARE :

- **MAILING**

CAMPAIGN : MAILING BRAILLE

CLIENT : CHRYSLER

AGENCY : PROXIMITY BBDO

CD : BRUNO MOREIRA

- **PROMOTION**

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CAMPAIGN : OASIS, LES EVADES

CLIENT : ORANGINA - SCHWEPPES

AGENCY : PUBLICIS DIALOG

CD : MICHEL DUVAL

- **ON LINE**

CAMPAIGN : CAMPAGNE POLITIQUE

CLIENT : ANNONCES JAUNES

AGENCY : LA CHOSE

CD : PASCAL GREGOIRE

- **RESPONSE PUBLICITY**

CAMPAIGN : LES CORNES

CLIENT : SNARP

AGENCY : RAPP COLLINS PARIS

CD : GILLES DUPLAN / DAMIEN FROSSARD

THE “CRISTAL” BY PRODUCT CATEGORY ARE :

- **FOOD / DRINK / MASS CONSUMPTION PRODUCT**

CAMPAIGN : LIMITED EDITION NESPRESSO JALAYATRA

CLIENT : NESTLE NESPRESSO SA

AGENCY : MRM WORLDWIDE

CD : OLIVIER-JACQUES PREVOT



- **AUTOMOTIVE / AUTOMOTIVE PRODUCT**

CAMPAIGN : CAMPAGNE DE PRE-LANCEMENT TIGUAN DE VOLKSWAGEN
CLIENT : VOLKSWAGEN FRANCE
AGENCY : EBB & FLOW
CD : FRANCOIS JORET

- **SERVICE**

CAMPAIGN : HIGHLET
CLIENT : CAPGEMINI
AGENCY : PUBLICIS DIALOG & PUBLICIS MODERN
CD : MICHEL DUVAL

- **TRANSPORT / TOURISM / LEISURE**

CAMPAIGN : THALYS NEIGE
CLIENT : THALYS
AGENCY : PROXIMITY BBDO
CD : BRUNO MOREIRA

- **INFORMATION TECHNOLOGY AND TELECOMMUNICATION**

CAMPAIGN : SFR, CAVAQUATCHER
CLIENT : SFR
AGENCY : DIALOG RED
CD : MICHEL DUVAL

- **LOCAL DISTRIBUTION NETWORK (EXCEPT FOOD PRODUCT)**

CAMPAIGN : PETIT BATEAU LANCEMENT, PROGRAMME CRM
CLIENT : PETIT BATEAU
AGENCY : PIMENT ET RAPP COLLINS PARIS
CD : AXEL ROY / REMI GROSS

- **DISTRIBUTION (FOOD HYPER-MARKET / SPECIALIZED SUPER-STORE)**

CAMPAIGN : GEANT CASINO SERVICE A DOMICILE
CLIENT : GEANT CASINO
AGENCY : AGENCETRADE UP - HIGH CO
CD : CHRISTOPHE CASTAGNETO

WINNERS EUROPE

- **MARKETING SERVICES GRAND CRISTAL – EUROPE**

CAMPAIGN : THE PISS SCREEN
CLIENT : MAIN TAXI FRANKFURT
AGENCY : SAATCHI & SAATCHI FRANKFURT
CD : BURKHART VON SCHEVEN / SEBASTIAN SCHIEL
COUNTRY : GERMANY



THE "CRISTAL" BY COMMUNICATION TOOL ARE :

- **MAILING**

CAMPAIGN : GARDENERS FRIENDS

CLIENT : VOLKSWAGEN

AGENCY : PROXIMITY LONDON

CD : CAITLIN RYAN

COUNTRY : UK

- **STREET MARKETING**

CAMPAIGN : WIN WHEN YOU'RE SINGING

CLIENT : SAMSUNG CHELSEA

AGENCY : ARC WW LONDON

CD : GARRY MUNNS

COUNTRY : UK

- **PROMOTION**

CAMPAIGN : THE PISS SCREEN

CLIENT : MAIN TAXI FRANKFURT

AGENCY : SAATCHI & SAATCHI FRANKFURT

CD : BURKHART VON SCHEVEN / SEBASTIAN SCHIEL

COUNTRY : GERMANY

- **ON LINE**

CAMPAIGN : SELL YOUR UNWANTED GIFTS

CLIENT : EBAY

AGENCY : MORTIERBRIGADE

CD : JENS MORTIER / JOOST BERENDS / PHILIPPE DE CEUSTER

COUNTRY : BELGIUM

- **NETWORK**

CAMPAIGNS : DOORHANGER / STAMP

CLIENT : EBAY

AGENCY : MORTIERBRIGADE

CD : JENS MORTIER / JOOST BERENDS / PHILIPPE DE CEUSTER

COUNTRY : BELGIUM

- **INTEGRATED CAMPAIGNS – SERVICE**

CAMPAIGN : HIGHLET

CLIENT : CAPGEMINI

AGENCY : PUBLICIS DIALOG & PUBLICIS MODEM

CD : MICHEL DUVAL

COUNTRY : FRANCE