

MediaCom campaigns land the double at Cristal Festival 2014

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22 DEC 2014 2 min read

Two MediaCom campaigns have landed the double at the Cristal Festival in Courchevel in France.

Work for Pennzoil in the US, which had already been recognized in the Branded Content Awards at the Festival earlier in the week, and a global campaign for Etihad, developed by MediaCom's MENA team, have each picked up a pair of gongs in the Media Awards at the event.

Pennzoil's recreation of classic console game Mario Kart as a real life consumer experience at SXSW earlier this year has been recognized with a Sapphire Award in the Automobile category and an Emerald in the Best Use of Events category.

In the Transport/Tourism and Best Use of Digital categories, MediaCom's work for Etihad, which involved building a dedicated app to allow business travellers to discover which of their contacts was in town when they were travelling, was also recognized.

In both categories it was given Sapphire Awards. The campaign has previously picked up awards at Festival of Media Global and the Mobile Mafia Awards.

These wins follow four prizes in the Branded Content Awards, including a Cristal Award for MediaCom's work for Westpac in Australia, creating a TV series about the air rescue service it supports.

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