

AFRICAN CRISTAL FESTIVAL

WINNERS 2026

1: FILM

TV or Cinema Commercial up to 30 second

One Vache Qui Rit

Vache Qui Rit

klem Casablanca

TV or Cinema Commercial 31- 60 second

The Unofficial Summer Drink

Yago

Electrad Algiers

TV or Cinema Commercial over 60 seconds

AIGUEBELLE - MEN DIMA OU MAZAL (Always has. Always will)

AIGUEBELLE

INCEPTION COMMUNICATION CASABLANCA

Music video

DS Automobiles - Epic Sounds Of The Road

DS Automobiles

Stand Agency Casablanca

2: DIGITAL

Branded apps and games

Cheje3 Deghya Ghay rje3

Jaouda

Les Fées Com CASABLANCA

Campaign websites and micro-sites

THE NEXT AD IS YOURS

inwi

The Next clic Casablanca

Online video ads

There's More to Morocco with Mastercard

Mastercard

Ogilvy South Africa Johannesburg

3: PRINT & OOH

Large format billboard poster

Don't. Stop. The. Music.

Spotify

Machine South Africa

Print ad

Suya Newspaper

Power Oil & MasterChef

This & That Creative Agency Lagos

Innovation in print or OOH

GOAT

ReKrute

ZONE BLEUE / DEPALMA Casablanca

4: SOCIAL & INFLUENCER

Best use of Facebook/ Instagram/ Tik Tok

HANDS OFF

PANTENE

marcom edge CASABLANCA

Influencer Campaigns

UNEXPECTED HACK - CONIKOS

CONIKOS

The Next clic Casablanca

5: AUDIO

Radio advertising (any length)

Better With Pepsi

Pepsi

Grey Mauritius Port-Louis

6: HEALTHCARE

OTC medicines

Comment ça va ?

BIOGARAN

Void Paris

Devices

WEDNI MENEK

AUDITEC

OPTIMUM Casablanca

Wellness (work supporting healthy life-style choices)

Mu Tattauna

BBC Media Action

X3M Ideas Lagos

Public Awareness (public health information campaigns)

Doxami Campaign

Pamoja Project

WALLACE Dakar

7: LUXURY & FASHION

Fashion Apparel

Celio be normal

Celio

CIRCUS! Moka

Other (Travel & Vacations, Hotels, Property)

Constance 50 years

Constance Hotels and Resorts

OXO Port louis

8: CREATIVE TECHNOLOGY

Creative use of Data

Enda TAO - The 15-Second download machine

ENDA TAO

Lézard & Balthazar La Marsa

Use of AI

Drawn by

Carrefour

Ealan La Marsa

9: DESIGN

Annual Report/Brochure/Publication

50 years Close to Mauritian Hearts

Maurilait

CIRCUS! Moka

Brand identity

Airports of Morocco - ready to welcome the world

Airports of Morocco

BETC Pantin

Logos

Avipro Rebranding

Avipro

CIRCUS! Moka

Packaging

New Packaging

KFC

CIRCUS! Moka

10: FILM CRAFT

Outstanding Animation

Wahawy Ya Wahawy

inDrive

inDrive Nicosia

Outstanding Art Direction

Shell CAN 2025

Shell

Shem's Publicité Casablanca

Outstanding Direction

Astral

Mohammed VI Tower

Mosaik Communication Casablanca

Outstanding Production Design

WOW

OFFICE NATIONAL MAROCAIN DU TOURISME

klem Casablanca

Outstanding Special Effects

THE CODE - MANSA BANK

MANSA BANK

Voodoo Communication Abidjan

Use of Music

NANA Live Free

NANA

Doze Agency tunis

Use of Humour

LA DOLCE VITA DE LA BISCUITTA

Tobigo

Clarke CASABLANCA

11: SOCIAL IMPACT

Paid sick Leave For Cows

Too Good

The Partnership Africa Publicis Nairobi

12: LONG TERM CREATIVITY

inwi Kabour

inwi

Shem's Publicité Casablanca

MEDIA CRISTAL

MEDIA INSIGHTS & STRATEGY

The Reversible Jerseys

ABINBEV

dentsu Maputo

MEDIA PLANNING

indrive

INDRIVE

OPTIMUM Casablanca

USE OF CHANNELS INTEGRATION

No One Can Describe The Taste.

BUENOSSIMO

marcom edge CASABLANCA

MEDIA USE OF DATA

From Monitoring to Meaning: How Blast Media Intelligence transformed CEO Communications in Mauritius

BLAST

Blast PR & Events Quatre Bornes

STRATEGY ON SOCIAL MEDIA

Vit'Up cup

Vitup

Ealan La Marsa

STRATEGY ON SOCIAL MEDIA

Meet BeiA

Beautystore

Doze Agency tunis

THE INNOVATIVE MEDIA AWARD

12 Million Voices, The song no one wrote

Carrefour Tunisia

MUSE Sousse

AGENCY OF THE YEAR

CIRCUS! Moka

NETWORK OF THE YEAR

PUBLICIS AFRICA