



BRAND ENTERTAINMENT & CONTENT CRISTAL



Registration: www.cristal-events.com/register/menacristal

Deadline: April 24th 2017

JUDGING: MAY 9TH-10TH 2017
AWARDS CEREMONY: MAY 11TH 2017 – MARRAKESH, MOROCCO

- 1. Estimate your creative and innovative level*
- 2. Take the opportunity to challenge your team*
- 3. Have the chance to be seen by the advertisers, members of the Grand Jury*
- 4. Develop business opportunities with advertisers*
- 5. Give visibility to your agency and your brands*
- 6. Tackle your work against competitors*
- 7. Get inspiration from local specificities*
- 8. Identify creative or innovative tendencies in the industry*
- 9. Integrate the most prestigious rankings in the world*
- 10. Motivate your team by participating in the juries, attending the festival...*
- 11. Prefigure the future international awards*

An entry or campaign may be submitted in more than one category.

A. CATEGORIES

1. Fiction cinema
Fiction films created and released in cinema
2. Fiction TV
Series, mini-series, comedies, dramas created for television, including Canal+, Netflix, Amazon Prime...
3. Online fiction
Online films or series created exclusively for the internet or social platforms
4. Non-fiction film
Non-fiction films created and released in cinema
5. 10 minutes online non-fiction or under
Online content created exclusively for the internet or digital platforms
6. 10 minutes online non-fiction or over
Online content created exclusively for the internet or digital platforms
7. 10 minutes online fiction or under
Online content created exclusively for the internet or digital platforms
8. 10 minutes online fiction or over
Online content created exclusively for the internet or digital platforms
9. Brand or product integration into an existing programme or platform
TV, film, mini-series, music video, web series, digital...
10. Brand or product integration into a feature film
Cinema, DVD releases and online
11. Best use or integration of experiential events
Creative positioning of a brand using events, festivals, installations, flash mobs... focusing on people's experience
12. Best use or integration of gaming
Online games, mobile, PC, consoles, apps...
13. Best use or integration of user-generated content
14. Best use or integration of music
Music in brand content, brand integration into music distribution or promotion
15. Best use or integration of offline media (print, outdoor...)
Magazine, book, publication...
16. Best use or integration of digital or social media
Branded social media, websites, mobile apps...
17. Best integrated content campaign
Minimum of three different media
18. Best use of innovative distribution channels
19. Best product launch
20. Best brand building
21. Best brand culture

*Self-promotion campaigns cannot enter the competition.
The Festival reserves the right to modify a category*

1. ELIGIBILITY

- This regional award is opened to all advertising and communication agencies.
- All submitted entries broadcasted to the public between **1st of January 2016** and the **31st of January 2017** are eligible to compete in the Brand Entertainment & Content Cristal.
- Only one party should submit an entry. If the same entry is submitted twice, only the first entry will be accepted.
- All entries must have been created within the context of a contract with a paying client (except for charity/public interest). The client must have paid for all, or the majority, of the entered submission.
- The organization may contact the advertiser related to any submission at the request of the jury at any time during the judging process in order to receive further information about the campaign.

2. JUDGING CRITERIA

- Strategy and relevance of the idea - 30%
- Efficiency and coherency of the media distribution and content platforms - 20%
- Execution - 20%
- Performance and efficiency (including the capacity to generate earned media) - 30%

3. AWARDS

Several “Cristals” will be awarded:

- The “Brand Entertainment & Content Grand Cristal”
- A “Cristal” per category (equivalent of gold)
- Sapphires (equivalent of silver)
- Emeralds (equivalent of bronze)

The “Brand Entertainment & Content Grand Cristal” will be eligible for the “Festival Grand Cristal”.

“Brand Entertainment & Content Cristals” (gold winning) will compete for the Advertisers Grand Cristal and the MENA Leadership Grand Cristal.

All entries need to be completed and uploaded at www.cristal-events.com/register/menacristal

For each entry, please provide all the elements below:

MANDATORY

1. Please upload a **descriptive document of 300 words**, in “.doc” format in English including:
 - Context (client’s brief, target...) and purpose
 - Strategy, creation and means implemented
 - Innovation
 - Efficiency (qualitative and quantitative). Please mention your sources.

The presentation should be anonymous. No logo or company name should appear.

2. Please upload a **case film lasting a maximum of 2 minutes as .mp4 file**

The presentation should explain the strategy implemented for your campaign. It should include key visual elements: videos, images or any other relevant element to explain your campaign.

Entries should be submitted in **English or in a version with English subtitles (mandatory)**. When submitting your entry, please let us know if there are any restrictions to screenings during the Festival (musical rights, etc.).

No logo of the agency should appear in the video.

3. **A shorter presentation of 40 seconds maximum**

Award-winning entries will be screened in short format at the Awards Ceremony. If a short version is not submitted, the original version will be used but cut after 40 seconds.

4. Please provide a **screenshot of the campaign**

1. ADMINISTRATION FEES

\$190 excluding VAT (to be paid once by company and by competition)

2. REGISTRATION FEES

\$460 exc. VAT for each video (for a campaign each video needs to be entered separately)

3. MEANS OF PAYMENT

> **Online payment with credit card** (CB/Visa/MasterCard/AMEX):

www.cristal-events.com/register/menacristal

> **Bank transfer:**

Account name: Cristal Events – 4bis rue de la Pyramide – 92100 Boulogne-Billancourt - France

Bank: BNP Paribas – 15, rue Gabriel Péri – 92320 Châtillon - France

IBAN: FR76 3000 4000 4900 0100 7976 371

BIC: BNPAFRPPXXX

Entries cannot be cancelled or removed from the competition in any way after **January 16th**.

Each campaign should be submitted separately, an entry or campaign may be submitted in more than one category.

Only fully paid entries will be accepted.

Bank fees are to be paid by the entrant.

All entries validated to the final stage (payment validation) will be considered as confirmed and an invoice will be issued.

Once the order validated, each modification (credits, category...) will generate additional costs.

Trophies to be delivered (UPS, DHL...) will be at the agency's charge.

REGISTRATION TERMS

Entries will be accepted if the following is completed:

- validation of the entry form
- validation of the requested elements
- reception of the administration and entry fees
- for bank transfers, please provide a scanned proof of payment

Juries & Awards Ceremony

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Festival Office

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