



## ***INTEGRATED CRISTAL***



**Registration:** [www.cristal-events.com/register/menacristal](http://www.cristal-events.com/register/menacristal)

***Deadline: April 24<sup>th</sup> 2017***

**JUDGING: MAY 9<sup>TH</sup>-10<sup>TH</sup> 2017**  
**AWARDS CEREMONY: MAY 11<sup>TH</sup> 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*

The Integrated Cristal rewards campaigns in their entirety, without any media or product category boundaries. Its aim is to showcase the market's most creative and innovative ideas.

## 1. CATEGORIES

There are no categories in this competition. All the campaigns are judged together regardless of product, industry, service, budget, etc. The idea is everything!

## 2. ELIGIBILITY

- This regional award is opened to all advertising and communication agencies.
- All submitted entries implemented to the public between **1<sup>st</sup> of January 2016** and the **31<sup>st</sup> of January 2017** are eligible to compete in the Integrated 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.

## 3. JUDGING CRITERIA

Creativity and relevance of the idea (80%)

Coherence of the campaign across the different channels (20%)

## 4. AWARDS

Several "Cristals" will be awarded:

- The "Integrated Grand Cristal"
- A "Cristal" per category (equivalent of gold)
- Sapphires (equivalent of silver)
- Emeralds (equivalent of bronze)

The "Integrated Grand Cristal" will be eligible for the "Festival Grand Cristal".

"Integrated Cristals" (gold winning) will compete for the Advertisers Grand Cristal and the MENA Leadership Grand Cristal.

Forms and videos need be completed and uploaded at [www.cristal-events.com/register/menacristal](http://www.cristal-events.com/register/menacristal)

For each entry, please provide the elements below:

## **MANDATORY**

1. Upload a **descriptive document of 300 words**, in “.doc” format in English including:

- Description of the campaign (context, objectives, strategy, creation)
- Description of the campaign launch and its execution across each media
- Description of the campaign results (quantitative and qualitative)

**The form should be completely anonymous; no logo or company name should appear.**

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

The presentation should explain the action plan implemented for your campaign (minimum of 3 different media). It should contain visual key elements: videos, pictures or any other relevant element to explain your campaign.

Entries should be submitted in **English or with English subtitles (mandatory).**

Also let us know if there are any restrictions to screenings during the Festival (musical rights, etc.)

Only information mentioned in the registration form will be used. It is, therefore, very important that the form is properly and fully completed.

The material sent by participants will be screened to the jury at the judging sessions and at the awards ceremony. Please make sure that the quality is adapted to the festival’s requested standards (image and sound).

**3. A short version of 40 seconds maximum**

Award-winning videos will be screened in short format at the awards ceremony. If a short version is not provided, at the same time as the official submission, 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**

**\$490 exc. VAT** for each entry (minimum of 3 different media)

**3. MEANS OF PAYMENT**

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

[www.cristal-events.com/register/menacristal](http://www.cristal-events.com/register/menacristal)

> **Bank transfer:**

**Account name: Cristal Events – 4bis rue de la Pyramide – 92100 Boulogne - 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 16<sup>th</sup>**.

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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**Awards Coordinator**

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**Festival Office**

**MENA CRISTAL FESTIVAL**

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