



ONLINE VIDEO 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*

With the explosion of digital content and digital distribution, online videos are everywhere and used more than ever by brands to reach its consumers.

The Online Video Cristal awards the most creative and innovative videos made exclusively for the internet.

A video or campaign may be entered into more than one category if appropriate.

CATEGORIES

1. Best use of interaction
2. Best use of humor
3. Best webisodes up to 3 minutes
4. Best webisodes over 3 minutes
5. Best social video
6. Best animation
7. Best editing
8. Best music video
9. Best branded content video
10. Best BtoB campaign
11. Best BtoC campaign
12. Best nonprofit/NGO campaign
13. Best promotional/Branding campaign
14. Best ROI campaign
15. Best luxury video

Self-promotion campaigns cannot enter the competition.

The Festival reserves the right to modify a category designation if needed, at any time.

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 Online Video 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

- Creativity and relevance of the idea (40%)
- Execution (20%)
- Innovation (40%)

3. AWARDS

Several “Cristals” will be awarded:

- The “Online Video Grand Cristal”
- A “Cristal” per category (equivalent of gold)
- Sapphires (equivalent of silver)
- Emeralds (equivalent of bronze)

The “Online Video Grand Cristal” will be eligible for the “Festival Grand Cristal”.

“Online Video Cristals” (gold winning) will compete for the Advertisers Grand Cristal and the MENA Leadership Grand Cristal.

4. ENTRY REQUIREMENTS

You need to upload your visuals online at www.cristal-events.com/register/menacristal

Format: mp4 file – no logo of the agency is permitted!

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

Please send shorter case study of **40 seconds** maximum for the Awards Ceremony

Please provide a **screenshot** of the campaign

1. ADMINISTRATION FEES

\$160 excluding VAT (to be paid once by company and by competition)

2. REGISTRATION FEES

\$240 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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