



OUTDOOR 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. BILLBOARD & STREET POSTERS

1. Food
2. Drink
3. Automotive / Motorbike
4. Insurance / Banking / Financial service
5. Service activity (except financial service)
6. Telecommunication
7. NGO / Great cause / Charity
8. Public interest
9. Leisure / Sport / Entertainment
10. Transport / Travel / Tourism
11. Media
12. Home (Furnishing, decoration, cleaning, equipment)
13. Clothing / Accessories
14. Beauty / Hygiene / Health (cosmetics, make-up, shampoo, medicine...)
15. Healthcare / Pharmacy
16. Retail store
17. Restaurant & fast food
18. Miscellaneous (tobacco, pet food...)
19. Luxury goods
20. Corporate (social and health care campaign, financial campaign, HR campaign...)
21. Environment and Sustainable Development

B. INDOOR POSTERS

1. Food
2. Drink
3. Automotive / Motorbike
4. Insurance / Banking / Financial service
5. Service activity (except financial service)
6. Telecommunication
7. NGO / Great cause / Charity

8. Public interest
9. Leisure / Sport / Entertainment
10. Transport / Travel / Tourism
11. Media
12. Home (Furnishing, decoration, cleaning, equipment)
13. Clothing / Accessories
14. Beauty / Hygiene / Health (cosmetics, make-up, shampoo, medicine...)
15. Healthcare / Pharmacy
16. Retail store
17. Restaurant & fast food
18. Miscellaneous (tobacco, pet food...)
19. Luxury goods
20. Corporate (social and health care campaign, financial campaign, HR campaign...)
21. Environment and Sustainable Development

D. AMBIENT

1. Special installations (buildings, floor media...)
2. Non conventional indoor advertising (restaurants, bars, shops, hospitals...)
3. Interactive outdoor Experience (events, games...)
4. Digital screens
5. Vehicles (bus, taxi, metro, planes...)

E. INTEGRATED CAMPAIGN

Led by outdoor with a minimum of 2 type of executions: ex. ambient & outdoor

F. OUTDOOR CRAFT

1. Art direction
2. Copywriting
3. Photography
4. Illustration

Self-promotion campaigns cannot enter the category.

The category "NGO / Great cause / Charity" cannot compete for the "Outdoor Grand Cristal".

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 implemented to the public between **1st of January 2016** and the **31st of January 2017** are eligible to compete in the Outdoor 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.

3. AWARDS

Several “Cristals” will be awarded:

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

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

“Outdoor 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. Image: JPEG, 300 dpi, CMYK, A2.
2. For the Ambient/Integrated categories: .mp4 file, 2 mins maximum– no logo of the agency is allowed!

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

Each ad constituting a campaign must be entered and paid as a single submission. The Jury will consider entries individually and as a campaign.

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

The information will be published through the festival's communication material: catalogue, press, website etc...

For the exhibition (mandatory)

3. Two 40x60 cm cardboards

Please glue the posters on a black cardboard with the entry name at the back. That format is essential for the judging session and exhibition during the Cristal Festival in Courchevel.

Please, send the cardboards by post to the following address:

CRISTAL EVENTS / OUTDOOR CRISTAL
4 bis, rue de la Pyramide
92100 Boulogne-Billancourt
France

1. ADMINISTRATION FEES

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

2. REGISTRATION FEES

\$240 exc. VAT for each entry (for a campaign each visual 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 - 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

Julien MORALES

T +33 1 49 12 07 24

julien@crystal-events.com

Awards Coordinator

Nesma Talaat

T +33 1 49 12 07 27

nesma@crystal-events.com

Festival Office

MENA CRISTAL FESTIVAL

4 bis, rue de la Pyramide

92100 Boulogne-Billancourt

France