



PROMO & DIRECT 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. GLOBAL CATEGORIES

1. Client loyalty (CRM, fidelity programs...)
2. Client acquisition
3. Drive to store/ to e-shop
4. Point of sales/e-commerce animation
5. Member to member (patronage, sponsorship, viral marketing)
6. Social network client relationships (creation/animation of client communities via Facebook, Twitter, etc.)
7. Client contact via mobile communication (mobile and/or digital tablets applications, .apps ...)
8. Relationship with youth market
9. Marketing action to premium client
10. Best use of merchandising/in-store marketing
11. Best use of broadcast in a promotional campaign (tv, cinema, radio)
12. Best use of print, classic outdoor in a promotional campaign (poster, magazine, insert...)
13. Best use of ambient in a promotional campaign
14. Best use of digital in a promotional campaign (websites, banners, email marketing...)
15. Best use of other digital platforms in promotional campaigns (MMS, games, branded content...)
16. Best use of direct marketing
17. Best use of direct marketing led by digital & social
18. Best use of direct marketing led by mobile
19. Best use of promo & activation
20. Best use of promo & activation led by digital & social
21. Best integrated campaign led by direct marketing (minimum of 3 different elements)
22. Best integrated campaign led by promo & activation (minimum of 3 different elements)
23. Best use of internet of things
24. Best technological innovation

B. PRODUCT & SERVICE

1. Consumer goods (food, drink, rice, cosmetics, vitamins...)
2. Automotive / Motorbike
3. Home ((Furnishing, decoration, cleaning, equipment)
4. Insurance / Banking / Financial service

5. Telecommunication
6. Entertainment / Travel / Tourism
7. Retail / e-Commerce
8. Media
9. Public interest
10. NGO / Great cause / Charity
11. Healthcare / Pharmacy
12. Restaurant & fast food
13. Miscellaneous (tobacco, pet food...)
14. Corporate (social and health care campaign, financial campaign, HR campaign...)

Self-promotion campaigns cannot enter the competition.

The category “NGO / Great cause / Charity” cannot compete for the “Press 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 Promo & Direct 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 (30%)
- Strategy (30%)
- Execution (10%)
- Results (30%)

3. AWARDS

Several “Cristals” will be awarded:

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

The “Promo & Direct Grand Cristal” will be eligible for the “Festival Grand Cristal”.

“Promo & Direct Cristals” (gold winning) will compete for the Advertisers Grand Cristal and the MENA Leadership Grand Cristal.

4. ENTRY REQUIREMENTS

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:

- **Description of the campaign:** context, strategy, design. Please include: development of client loyalty, client retention, winning clients, client value increase, traffic to point of sale, network promotion, product or service launch
- **Description of the campaign launch** through each media
- **Description of the results** (quantity and quality)

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. **Additional material:** You may provide us with additional material that you consider useful for the understanding of your case (packaging, images etc...).
- Please send it by mail at the following address and stick the corresponding registration form on it.
4. You need to send a **40 seconds edit of the campaign** for the awards ceremony in case of a win.
 5. 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

\$360 exc. VAT for each visual (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

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Festival Office

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