

**MENA**  
CRISTAL FESTIVAL

**ARAB CULTURE**

**Deadline: March 11<sup>th</sup> 2018**

**JUDGING: 2-4 APRIL 2018**

**AWARDS CEREMONY: 5 APRIL 2018**

# CATEGORIES

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Known as a **collaborative award**, the Arab Culture allows any entrant / agency to send a representative to defend his campaigns in front of the jury and deliberate the prize list.

Arab Culture aims to celebrate the best MENA campaigns using the power of Arab cultural specificities. Specificities can include the use of language (word games), gastronomy, art, music, spirituality etc. Ads that are part of the cultural heritage of the pan-Arab world can enter this category

An entry or campaign may be submitted in more than one category and up to 4 max.

## **A. PRODUCT & SERVICES (MEDIA MIXED ALL TOGETHER PER SECTOR)**

1. Fast Moving Consumer Goods (food, drink, cosmetics, electronic products, home, clothing, accessories...)
2. Automotive / Automotive Product / Motorbike
3. Insurance / Banking / Financial Service
4. Service Activity (except financial services)
5. Telecommunications
6. NGO / Great Cause / Charity / Public interest
7. Transport / Tourism / Travel / Leisure / Entertainment / Games / Sport
8. Retail Store (supermarket, fast food, department store...) / Restaurant & Fast Food Outlet
9. Media (Television, Press, Internet, Radio...)
10. Pharmacy / Health
11. Luxury Goods
12. Miscellaneous (tobacco, pet food...)



## **B. MEDIA (PRODUCTS & SERVICES MIXED ALL TOGETHER PER MEDIA)**

1. Film  
Films created and aired in cinemas or TV
2. Press  
Ads created for press and magazine
3. Outdoor  
Ads created for outdoor billboards
4. Design  
Creation and organization of visual artwork used in advertisements for products or services
5. Radio  
Spots created for radio
6. Digital  
Web campaigns, online ads, digital innovation, branded games, social networks...
7. Mobile  
Mobile applications, mobile websites, mobile games, IOTs using mobile...
8. Online Video  
Films created exclusively for the internet
9. Integrated  
Implementation of a multichannel campaign (minimum of 3 media)



# ELIGIBILITY & JUDGING

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## 1. ELIGIBILITY

- The competition is open to all advertising and communication agencies, production companies, advertisers etc., from the MENA region.
- All submitted entries must have been released/implemented to the public between the **1<sup>st</sup> of March 2017** and the **31<sup>st</sup> of March 2018**.
- Only one party may 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/NGO). The client must have paid for all, or the majority, of the entered submission.
- The festival 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. THE JURY

Each agency/network entering the Arab Culture Cristal can benefit from a free delegate pass for only one representative of the agency (Executive Creative Director, Managing Director, CEO...). The agency's representative can only benefit from the free delegate pass by taking part of the Arab Culture Jury taking place in Egypt during MENA Cristal Festival.

## 3. JUDGING CRITERIAS

Entries will be judged upon the following criteria:

- Creativity and relevance of the idea – 40%
- Impact of the Arab culture – 40%
- Execution - 20%

## 4. AWARDS

Following "Cristals will be distributed:

- The "Arab Culture Grand Cristal"
- A "Cristal" per sub-category (equivalent of gold)
- Silvers per sub-category
- Bronzes per sub-category

The "Arab Culture Grand Cristal" will be eligible for the "Festival Grand Cristal".

"Arab Culture Cristals" (gold winning) will compete for the "Advertisers Grand Cristal" and the "MENA Leaders Grand Cristal"



# ENTRY REQUIREMENTS

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## 4. ENTRY REQUIREMENTS

Elements need to be uploaded online at: [www.menacristal.awardsplatform.com](http://www.menacristal.awardsplatform.com)

### **MANDATORY**

1. **Fill out the fields in English** on the registration platform:

- Context (client's brief, target...) and purpose
- Strategy
- Creative idea
- Efficiency (qualitative and quantitative). Please mention your sources.

**Entries must be anonymous to ensure a fair judging with no influence on the judges.**

**Thus, no logo or company name should appear.**

2. **Upload your film as .mp4 or .mov**

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

**No logo or company name should appear in the video.**

3. **Upload a short version of the film**

Cristal award-winning films will be screened in short format during the Awards Ceremony. If the short version is not uploaded, the long version will be used but cut randomly after 40 seconds.

4. **Upload your visuals**

Format: .jpeg, CMYK, 7063 x 5008 pixels.

**No logo of the agency is permitted.**

5. **Upload your radio spots**

Audio format: .mp3 - 258 kbps

**The agency name must not be mentioned in the radio spot.**



# VALIDATION & PAYMENT

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## 1. Administration fees

190 USD excluding VAT (to be paid only once by company)

## 2. Registration fees

660 USD exc. VAT for the first entry + 1 free delegate pass + 1 seat in the jury

260 USD exc. VAT from the second entry

## 3. MEANS OF PAYMENT

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

[www.menacristal.awardsplatform.com](http://www.menacristal.awardsplatform.com)

> Bank transfer:

Account name: New Cristal – 9, rue Lekain 75016 France

Bank : Société Générale – Paris 75016 France (03383)

IBAN: FR76 3000 3033 8300 0200 9660 388

BIC: SOGEFRPP

Entries cannot be cancelled or removed from the competition in any way after **March 11<sup>th</sup>, 2018.**

After March 11<sup>th</sup>, entry fees will **increase by 10%**

Entries need to be paid in full otherwise they will be turned down

The bank fees are at the registrant's charge

All registrations 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.



# CONTACTS

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## AWARDS TEAM

**Julien MORALES**

T +33 1 49 12 07 24

[julien@cristal-events.com](mailto:julien@cristal-events.com)

**Zara NABER**

T +33 1 49 12 07 21

[zara@cristal-events.com](mailto:zara@cristal-events.com)

## **MENA CRISTAL FESTIVAL**

4 bis, rue de la Pyramide  
92100 Boulogne-Billancourt  
France

