

MENA
CRISTAL FESTIVAL

CORPORATE & PR

Deadline: March 11th 2018

JUDGING: 2-4 APRIL 2018

AWARDS CEREMONY: 5 APRIL 2018

- 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 Corporate & PR Cristal celebrates the creative work building trust by using mainly earned-media strategies or channels to influence public dialogue, change market perceptions and behaviors and enhance its reputation. An entry or campaign may be submitted in more than one category.

A. BUSINESS SECTOR & SERVICES

1. Fast Moving Consumer Goods (Food, Drink, Rice, Cosmetics, Home, Furnishing...)
2. Automotive / Motorbike
3. Banking / Credit Institution / Insurance
4. Service (other than financial)
5. Great Cause / NGO / Public Interest
6. Telecommunication
7. Media (TV, Radio...)
8. Travel / Tourism / Transport / Sport / Leisure / Entertainment
9. Health / Pharmacy
10. Luxury Goods
11. Retail / e-Commerce / Restaurants / Fast Foods
12. Miscellaneous (tobacco, pet food etc.)

B. SPECIALISM

1. Public Affairs & Lobbying
Communications on matters of public policy, politics, crisis and issues management.
2. Corporate Reputation
Communication to build or increase the reputation/perception of a corporate brand...
3. Environmental & Corporate Responsibility
Corporations working on ethical and social issues or taking environmental actions
4. Celebrity Endorsement or Influencer
Campaign with the aim of associating a celebrity or Influencer with a product/service in order to create trust between the product/service and the public.
5. Crisis Communication
Communication aiming to manage the consequences of a crisis that could affect a company's reputation

6. Internal Communications
7. Communications to employees that includes change of management
8. Sponsorship
PR campaign aiming to enhance the brand's image by supporting an event, activity, organization, etc.
9. Events
PR campaigns using festival, concerts, sport events, etc., to build the reputation and value of a brand as part of a public relation strategy
10. Launch / Relaunch Campaign
PR campaigns aiming to launch/relaunch a product or service.

C. BEST USE OF PR – (BEST BRAND DEVELOPMENT, USE OF EVENT, SOCIAL MEDIA, WEB PLATFORMS, DIGITAL PR, DATA...)

D. REPORT

Online, offline annual reports, financial communication, digital reports, integrated reports, corporate report

E. SPECIAL CATEGORIES

1. Integrated campaign led by Corporate & PR (minimum of 3 different elements)
2. Arab Culture led by Corporate & PR (the power of local culture in PR)

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 category is opened to all PR agencies and advertisers.
- All submitted entries implemented to the public between **1st of March 2017** and the **31st of March 2018** are eligible to compete.
- 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/NGO). 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

- Strategy and relevance of the idea (35%)
- Execution (30%)
- Results & effectiveness (35%)

3. AWARDS

The following trophies will be awarded:

- The “Corporate & PR Grand Cristal”
- A “Cristal” per sub-category (equivalent of gold)
- Silvers per sub category
- Bronzes per sub category

The “Corporate & PR Grand Cristal” will be eligible for the “Festival Grand Cristal”.

“Corporate & PR Cristals” (gold wins) will compete for the Advertisers Grand Cristal & Leaders Grand Cristal.

ENTRY REQUIREMENTS

All entries need to be completed and uploaded at www.menacristal.awardsplatform.com

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: the development of client loyalty, client retention, winning clients, client value increase, Point of sale traffic, network promotion, product or service launch
 - **Description of the campaign launch** through each media
 - **Description of the results** (quantity and quality)

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

Thus, 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.

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

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 second edit of the campaign** for the awards ceremony in case of a win.

1. ADMINISTRATION FEES

\$190 excluding VAT (to be paid once by company and by competition)

2. REGISTRATION FEES

\$360 exc. VAT for each entry

3. MEANS OF PAYMENT

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

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 11th, 2018.**

After March 11th, entry fees will **increase by 10%**

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.

AWARDS TEAM

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