



# **CREATIVE EFFECTIVENESS**

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

**JUDGING: 2-4 APRIL 2018**

**AWARDS CEREMONY: 5 MAY 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*

Creative Effectiveness aims to show the effectiveness and success of creative campaigns. show the degree to which the campaign is successful on the long term in producing a solid result while remaining creative. An entry or campaign may be submitted in more than one category.

There are no categories in that competition. All the campaigns are judged together regardless of product, industry, service, budget, etc. The idea is everything!

*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 implemented to the public between **1<sup>st</sup> of March 2017** and the **31<sup>st</sup> 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/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 (25%)
- Strategy (25%)
- Results (50%)

## 3. AWARDS

The following trophies will be awarded:

- The “Creative Effectiveness Grand Cristal”
- A “Cristal” per sub-category (equivalent of gold)
- Silvers per sub category
- Bronzes per sub category

The “Creative Effectiveness Grand Cristal” will be eligible for the “Festival Grand Cristal”. “Effectiveness 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.menacristal.awardsplatform.com](http://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: 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)

**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**

**\$460 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.menacristal.awardsplatform.com](http://www.menacristal.awardsplatform.com)

**WARNING: Click on "continue"** after proceeding to the online payment to validate your entry!

> **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%**

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

**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