

MENA
CRISTAL FESTIVAL

DESIGN CRISTAL

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*

Design rewards the best brand experiences through mediums such as packaging, books etc.

An entry or campaign may be submitted in more than one category.

A. BRAND IDENTITY

1. Consumer's Brand Identity

New brand identity for products or services in automotive, consumer goods, electronics, beauty, health, clothing, pharmacy, financial services, travel, retail/e-commerce...

2. Corporate Brand Identity

New corporate identity or rebranding for products or services

3. Non-profit Brand Identity

New brand, corporate identity or rebranding in NGO, charity, public awareness...

4. Consumer's Rebranding

Brand identity's rebranding for products or services in automotive, consumer goods, pharmacy, financial services, travel, retail/e-commerce...

B. DESIGN COMMUNICATION

1. Print & Digital (Calendars, Annual Reports, Greeting & Christmas Cards, Flyers, Invitations, Post Cards, Catalogues & Brochures)

2. Posters (for Brand Communication & Promotion)

3. Books (Print & Digital)

4. Self-promotion (any media)

5. Programme & Channel Branding

6. Data Visualisation

C. CRAFT (TYPOGRAPHY, ILLUSTRATION, COPYWRITING, PHOTOGRAPHY, GRAPHIC DESIGN, SOUND DESIGN, LOGO...)

D. DIGITAL AND AUDIOVISUAL DESIGN

Includes all elements linked to websites, multimedia, CD Rom, touch sensitive screens, music video etc. (a website will be judged on its design creation aspects and not on its architecture).

E. ENVIRONMENTAL DESIGN

This category includes all design for indoor, pop-up stores, showroom, museums, exhibition etc.

F. PACKAGING DESIGN (PRODUCTS)

Packaging used to promote and sell a product.

G. LUXURY GOODS

Best design works for the luxury industry

H. EFFECTIVENESS

Design campaigns with measurable impact on client's business

*The category "NGO / Great cause / Charity" cannot compete for the "Design Grand Cristal".
The Festival reserves the right to modify a category designation if needed, at any time.*

1. ELIGIBILITY

- This category is opened to all international advertising and communication agencies.
- All submitted entries broadcasted 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

- Creativity and relevance of the idea (40%)
- Execution (30%)
- Results & effectiveness (30%)

3. AWARDS

The following trophies will be awarded:

- The “Design Grand Cristal”
- A “Cristal” per sub-category
- Silvers per sub-category
- Bronzes per sub-category

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

“Design Cristals” (gold wins) will compete for the Advertisers Grand Cristal, Leaders Grand Cristal, Journalists Grand Cristal and Influencers (bloggers) Grand Cristal.

4. 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:

- Context (client’s brief, target...) and purpose
- Strategy, creation and means implemented
- 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. Please upload a **case film lasting a maximum of 2 minutes as .mp4 file**

Format: .mov or .mp4, H264, 1920 x 1080 or 1280 x 720 or 1024 x 576, Full HD 1080p or HD 720p

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. Digital board

Digital board: .jpeg, CMYK, 7063 x 5008 pixels

Cardboard: 594 mm x 420 mm

4. A short case study

Award- winning entries will be screened in short format at the Awards Ceremony.

Please provide a short version of your video otherwise the long version will be used but cut after 40 seconds.

1. ADMINISTRATION FEES

€190 excluding VAT (to be paid once by company and by category)

2. REGISTRATION FEES

€260 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 step (payment validation) will be considered as confirmed and an invoice will be issued automatically.

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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