

# **MENA**

CRISTAL FESTIVAL

# **MARKETING INNOVATION**

**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*

The Marketing Innovation category is looking for campaigns, work, innovations, projects aiming to reinvent the connection between consumers and brands by implementing new marketing concepts or offering innovative products and services.

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

## **A. INNOVATION AND CREATIVE TECHNOLOGIES**

### 1. Best Creative Technology / Innovative Technology

How to use a technology in order to reinvent an amazing experience for your consumers...

### 2. Best Product / Service Reinventing the Consumer Relationship

Development of a product/service that reinvent the interactivity between a brand or company and the consumer

### 3. Best Consumer Experience

### 4. Best Societal Transformation (Cultural Projects, Education, General Interest...)

### 5. Early Stage Technology

Prototypes, in testing process. Concept alone is not allowed. It has to be demonstrable in a presentation

### 6. Best Start-up / New Talent

We are looking for the best innovative start up (less than 3 years old of existence)

### 7. Best use of Immersive Media (AR, VR, 360° Videos)

### 8. Artificial Intelligence

### 9. Chatbot

### 10. Miscellaneous (Blockchain, Holograms...)

### 11. Out Of Home (OOH)

### 12. Interactive Contents

## **B. DISCIPLINE**

### 1. Best Use of CRM

### 2. Best Use of Media Buying

### 3. Best Use of Mobile

### 4. Best Use of Data

### 5. Best Use of Social Media

### 6. Best Use of Dashboarding

### 7. Best Customer Privacy Management

## **C. BUSINESS SECTORS**

1. Telecommunication & IT
2. Banking & Insurance
3. Food & Beverages
4. Entertainment & Gaming
5. Retail / Shopper Marketing / e-Commerce
6. Travel / Leisure / Transport
7. B2B
8. Miscellaneous (Health, Nonprofit, General Interest...)

*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, communication agencies, tech companies, advertisers.
- 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

### Advertising/campaigns:

- Strategy and relevance of the idea (30%)
- Innovation (30%)
- Execution (20%)
- Results & effectiveness (20%)

### Innovations/start-ups/tech companies:

- Strategy and relevance of the idea (40%)
- Innovation (40%)
- Execution (20%)

## 3. AWARDS

The following trophies will be awarded:

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

The “Marketing Innovation Grand Cristal” will be eligible for the “Festival Grand Cristal”. “Marketing Innovation 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:

1. Upload a **case film lasting a maximum of 2 minutes**

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

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

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

2. **A short version of 40 seconds maximum**

Gold-winning work will be screened in short format at the awards ceremony, thus, please provide a 40 seconds version

If a short version is not provided, the original version will be used but cut after 40 seconds.

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

## 1. ADMINISTRATION FEES

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

## 2. REGISTRATION FEES

**I'm an agency: \$360 exc. VAT** for each entry

**I'm a start-up: \$260 exc. VAT** for each 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>**.

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

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