

MENA
CRISTAL FESTIVAL

**OUTDOOR
CRISTAL**

Deadline: March 11th 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*

Outdoor (out of home or OOH) is any type of advertising that reaches the consumer out of their home.

Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis etc.

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

A. PRODUCTS & SERVICES

1. Fast Moving Consumer Goods (Food, Drink, Home, Clothing, Accessories, Beauty, Hygiene...)
2. Automotive / Motorbike
3. Insurance / Banking / Financial service
4. Service Activity (except financial service)
5. Telecommunication
6. NGO / Great cause / Charity / Public Interest / Environment and Sustainable Development
7. Leisure / Sport / Entertainment / Transport / Travel / Tourism
8. Media
9. Health / Pharmacy
10. Retail store / Restaurant & fast food
11. Luxury goods
12. Miscellaneous (tobacco, pet food...)

B. AMBIENT (ALL PRODUCTS & SERVICES CATEGORIES)

C. SPECIAL CATEGORIES

1. Craft (Art direction, Copywriting, Photography, Illustration)
2. Arab Culture

1. ELIGIBILITY

- This regional award is opened to all advertising and communication agencies.
- 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/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 (80%)
- Execution (20%)

3. AWARDS

The following trophies will be awarded:

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

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

“Outdoor 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

For each entry, please provide all the elements below:

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 poster**

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

No logo of the agency is permitted.

1. ADMINISTRATION FEES

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

2. REGISTRATION FEES

\$260 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

> **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**.

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

Each campaign should be submitted separately, an entry or campaign may be submitted in more than one category.

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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