



# **DIGITAL CRISTAL**

**Deadline: March 25<sup>th</sup> 2018**

**JUDGING: 16-18 APRIL 2018**

**AWARDS CEREMONY: 19 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 promotion of a product, service or brand using one or more forms of electronic media.

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

**A. PLATFORMS (MICROSITES: SHORT-TERM CAMPAIGN SITES / WEBSITES: LONG TERM CAMPAIGN SITES)**

**B. WEB CAMPAIGN**

1. Mass consumption (food, drink, cosmetics, electronic products, home, clothing, accessories...)
2. Automotive / Motorbike
3. Insurance / Banking / Financial service
4. Service Activity (except financial services)
5. Telecommunication
6. NGO / Great cause / Charity / Public Interest
7. Leisure / Entertainment / Sport / Tourism / Travel / Transport / Games
8. e-Commerce/Retail store (supermarket, fast food...) / Restaurant & Fast Food Outlet
9. Media (Television, Radio...)
10. Health / Pharmacy
11. Luxury goods
12. Miscellaneous (tobacco, pet food...)

**C. ONLINE AD (WEB BANNER, INTERACTIVE & DYNAMIC BANNER, SOCIAL VIDEO)**

**D. ONLINE VIDEO (VIDEOS CREATED FOR THE INTERNET ONLY)**

**E. DIGITAL INNOVATION**

**F. BRANDED GAMES**

**G. TECHNOLOGY (VIRTUAL REALITY / AUGMENTED REALITY / IMMERSIVE MEDIA / USE OF TECHNOLOGY)**

**H. SOCIAL (INNOVATIVE USE OF SOCIAL, BEST USE OF INFLUENCERS, BEST USE OS SOCIAL DATA...)**

**I. CRAFT (ANIMATION, GRAPHIC DESIGN, SOUND DESIGN, INTERFACE, DATA VIZ...)**

**J. INTEGRATED CAMPAIGN (MINIMUM OF 3 DIFFERENT ELEMENTS: EMAIL, WEBSITE, BANNER, MOBILE...)**

*Self-promotion campaigns cannot enter the competition.*

*The category "NGO / Great cause / Charity" cannot compete for the "Digital Grand Festival".*

*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 broadcasted to the public between **1<sup>st</sup> of March 2017** and **April 15<sup>th</sup> 2018** are eligible to compete in the Digital Cristal.
- 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 (30%)
- Innovation (30%)
- Execution/Craft (20%)
- Results and efficiency of the campaign (20%)

## 3. AWARDS

The following trophies will be awarded:

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

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

“Digital Cristals” (gold winning) will compete for the Advertisers Grand Cristal and the MENA Leadership Grand Cristal.

All entries need to be completed and elements uploaded at [www.menacristal.awardsplatform.com](http://www.menacristal.awardsplatform.com)

For each entry, please provide the following elements:

## **MANDATORY**

1. **Fill out the fields in English** on the registration platform:

- Context (client's brief, target...) and purpose
- Strategy
- Creative idea
- Innovation
- Efficiency (qualitative and quantitative). Please mention your sources
- URL link

**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 a case film lasting 2 minutes max in .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 case 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.

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

## 1. ADMINISTRATION FEES

€190 exc. VAT (to be paid once by the company)

## 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](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 25<sup>th</sup>**.

After March 25<sup>th</sup>, entry fees will **increase by 10%**

A digital entry may be submitted in more than one category.

Only fully paid entries will be accepted.

Bank fees are to be paid by the entrant company.

All validated entries will be considered as confirmed and an invoice will be issued.

Once the entry is validated, the company will be able to update and/or modify its information

For companies not attending the Awards Ceremony, the delivery (UPS, DHL...) of its trophies will be at the company'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