

**MENA**  
CRISTAL FESTIVAL

**INTEGRATED**

**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*

Strategy aimed at unifying different marketing and promotional methods to raise consumers awareness and engagement.

There are no categories in this 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 **April 15<sup>th</sup> 2018** are eligible to compete in the Integrated 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 (80%)
- Coherence of the campaign across the different channels (20%)

## 3. AWARDS

The following trophies will be awarded:

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

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

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

## 4. ENTRY REQUIREMENTS

Forms and videos need be completed and uploaded at [www.menacristal.awardsplatform.com](http://www.menacristal.awardsplatform.com)

For each entry, please provide the elements below:

### **MANDATORY**

1. Upload a **descriptive document of 300 words**, in “.doc” format in English including:

- Description of the campaign (context, objectives, strategy, creation)
- Description of the campaign launch and its execution across each media
- Description of the campaign results (quantitative and qualitative)

**The form should be completely anonymous; no logo or company name should appear.**

2. Upload a **case film lasting a maximum of 2 minutes as .mp4 file**

The presentation should explain the action plan implemented for your campaign (minimum of 3 different media). It should contain visual key elements: videos, pictures or any other relevant element to explain your campaign.

Films should be submitted in **English or with English subtitles (mandatory)**.

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

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

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

Award-winning videos will be screened in short format at the awards ceremony. If a short version is not provided, at the same time as the official submission, the original version will be used but cut after 40 seconds.

**No logo or company name should appear.**

**1. ADMINISTRATION FEES**

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

**2. REGISTRATION FEES**

**\$460 exc. VAT** for each entry (minimum of 3 different media)

**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>, 2018.**

After March 25<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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