



# MOBILE 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*

Creative work on mobile devices, apps or mobile sites that are transforming the capabilities and reach of mobile and digital technology.

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

## **A. MOBILE WEBSITES**

Mobile optimized websites

## **B. MOBILE APPLICATIONS**

Applications pre-installed or downloadable from app stores or other platforms

## **C. GAMES**

Games designed for mobiles, tablets, smartphones...

## **D. VIRTUAL REALITY EXPERIENCE**

Virtual reality by using mobile and create a unique experience for users

## **E. BEST USE OF TECHNOLOGY**

Best innovative use of technology with a mobile or tablet

## **F. MESSAGING CAMPAIGNS**

SMS, MMS, mobile email, push notifications...

## **G. CRAFT**

Best graphic design and illustration, Best interface & navigation, Best creative content (Images, mobile videos, audio...)

## **H. INTEGRATED MOBILE CAMPAIGN**

Campaigns integrating the mobile technology with other media (TV, Outdoor, Press...). You need to show the interaction between mobile, tablet and other media in the integrated campaign.

## **I. SOCIAL MEDIA**

Mobile solutions and devices for social networking

*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 Mobile 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

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

## 3. AWARDS

The following trophies will be awarded:

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

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

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

### **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
  - Innovation
  - 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**

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

**No logo of the agency should appear in the video.**

3. **A shorter presentation of 40 seconds maximum**

Award-winning entries will be screened in short format at the Awards Ceremony. If a short version is not submitted, the original version will be used but cut after 40 seconds.

**1. ADMINISTRATION FEES**

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

**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%**

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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