

**MENA**  
CRISTAL FESTIVAL

**PRESS 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*

A press is a written statement, video, photo, or recorded communication sent to a reporter or a media source.

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

## **A. PRODUCT & SERVICE CATEGORIES**

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

## **B. SPECIAL CATEGORY**

1. Environment & Sustainable Development
2. Craft (art direction, copywriting, typography, illustration...)
3. Self-promotion
4. Arab Culture (the power of local cultures in press ads)

*The category “NGO / Great cause / Charity” cannot compete for the “Press Grand Cristal”.  
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.
- 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%)
- Craft (20%)

## 3. AWARDS

The following trophies will be awarded:

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

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

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

## 4. ENTRY REQUIREMENTS

Please upload your visuals online 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
- 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 press ad**

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](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%**

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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