

# **MENA**

CRISTAL FESTIVAL

## **BRAND ENTERTAINMENT & CONTENT**

**Deadline: April 9<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*

Content that extends beyond advertising campaigns. Brand Entertainment & Content is an entertainment-based vehicle with the purpose of creating a positive link between the brand and the audience using any media.

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

1. Fiction

Fiction films created and released in cinema, online (internet or social platforms) or on TV (Series, mini-series, comedies, dramas created for television, including Canal+, Netflix, Amazon Prime...)

2. Non-fiction film

Non-fiction films created and released in cinema, online (internet or social platforms) or on TV (Series, mini-series, comedies, dramas created for television, including Canal+, Netflix, Amazon Prime...)

3. Brand or product placement

TV, film, mini-series, music video, web series, digital, Cinema, DVD releases and online

4. Best use or integration of experiential events

Creative positioning of a brand using events, festivals, installations, flash mobs...

5. Best use or integration of gaming

Online games, mobile, PC, consoles, apps...

6. Best use or integration of user-generated content

7. Best use or integration of music

Music in brand content, brand integration into music distribution or promotion

8. Best use or integration of offline media (print, outdoor...)

Magazine, book, publication...

9. Best use or integration of digital or social media

Branded social media, websites, mobile apps...

10. Best integrated content campaign led by brand entertainment and content

Minimum of three different media

11. Best product launch

12. Best brand building

13. Best brand culture

*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.
- 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%
- Efficiency and coherency of the media distribution and content platforms - 20%
- Execution - 20%
- Performance and efficiency (including the capacity to generate earned media) - 30%

## 3. AWARDS

The following trophies will be awarded:

- The “Brand Entertainment & Content Grand Cristal” per category
- A “Cristal” per category (equivalent of gold) per sub-category
- Silvers per sub-category
- Bronzes per sub-category

The “Brand Entertainment & Content Grand Cristal” will be eligible for the “Festival Grand Cristal”. “Brand Entertainment & Content 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](http://www.menacristal.awardsplatform.com)

For each entry, please provide the following elements:

### **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**

The presentation should explain the strategy implemented for your campaign. It should include key visual elements: videos, images or any other relevant element to explain your campaign.

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

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

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

\$460 exc. VAT for each video (for a campaign each video 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)

**WARNING: Click on “continue”** after proceeding to the online payment to validate your entry!

> **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 **April 9<sup>th</sup>**.

After April 9<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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