



# MEDIA CRISTAL

**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*

## **A. PRODUCT & SERVICE**

1. Fast Moving Consumer Goods (food, drinks, electronics, home, beauty, hygiene, clothing / accessories / textile etc.)
2. Automotive / Automotive product / Motorbike
3. Insurance / Banking / Financial service
4. Services (non-financial)
5. Telecommunications
6. NGO / Great cause / Charity / Public interest
7. Transport / Tourism / Travel
8. Leisure / Entertainment / Games / Sport
9. Retail Store (supermarket, fast food, department store...) / Restaurant
10. Media (Television, Press, Internet, Radio...)
11. Health / Pharmacy
12. Luxury goods
13. Miscellaneous (tobacco, pet food...)

## **B. USE OF MEDIA**

1. Best Use of Print , Outdoor, Ambient
2. Best Use of Audio (Podcast, Radio...)
3. Best Use of Screens (TV, Outdoor Screens, Cinema...)
4. Best Use of Brand Content
5. Best Use of Events
6. Best Use of Digital Platforms
7. Best Use of Social Media

10. Best Use of Cultural Campaign
11. Best Use of TV (TV, VOD...)
12. Best Use of Technology
13. Best Use of Addressed and Unaddressed Mailing (?)

**A. USE OF DATA (HOW DATA CONTRIBUTED TO THE EFFECTIVENESS OF THE MEDIA CAMPAIGN)**

**B. INTEGRATED CAMPAIGN**

Minimum of 3 different media (e.g. TV, Outdoor, social)

**C. SPECIAL CATEGORY**

1. Best Media Strategy
2. Best Media Planning
3. Best Media Execution
4. Launch Campaign
5. Environment & Sustainable Development

*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

- Media strategy and relevance of the idea (40%)
- Execution (20%)
- Results & effectiveness (40%)

## 3. AWARDS

The following trophies will be awarded:

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

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

“Media 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:

1. **MANDATORY**

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
- Description of the campaign results (quantitative and qualitative)

**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 short version of 40 seconds maximum**

Gold-winning campaigns will be screened in short format at the awards ceremony, thus, please provide a 40 seconds version

If a short version is not provided, the original version will be used but cut after 40 seconds.

4. Please provide a **screenshot** of the campaign.

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

After April 9<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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