

MENA

CRISTAL FESTIVAL

PROMO & DIRECT

Deadline: April 9th 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*

Direct is a promotional method that involves the direct communication to the end consumers through diverse channels such as emailing or online adverts. Entries will need to demonstrate the pursuit and application of customer relationships, directly targeting a specific audience with a call-to-action which produces measurable and meaningful results.

Promo is another form of persuasion marketing using any special offer intended to raise customers' interest, awareness and influence a purchase. Promo can include direct marketing but also other types of marketing such as contests or product samples.

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

A. PRODUCT & SERVICE

1. Fast Moving Consumer Goods (food, drink, rice, cosmetics, home, cleaning products...)
2. Automotive / Motorbike
3. Insurance / Banking / Financial service
4. Telecommunication
5. Entertainment / Travel / Tourism
6. Retail / e-Commerce
7. Media
8. NGO / Great cause / Charity / Public interest
9. Health / Pharmacy
10. Restaurant & Fast Food
11. Corporate (social and health care campaign, financial campaign, HR campaign...)
12. Miscellaneous (tobacco, pet food...)

B. SPECIAL CATEGORIES

1. Integrated Campaign Led by Direct Marketing (minimum of 3 different elements)
2. Integrated Campaign Led by Promo & Activation (minimum of 3 different elements)
3. Arab Culture Led by Promo & Direct (the power of local cultures in promo & direct)

Self-promotion campaigns cannot enter the competition.

The category "NGO / Great cause / Charity" cannot compete for the "Digital Grand Festival".

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 **1st of March 2017** and **April 25th 2018** are eligible to compete in the Promo & Direct 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 (30%)
- Strategy (30%)
- Execution (10%)
- Results (30%)

3. AWARDS

The following trophies will be awarded:

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

The “Promo & Direct Grand Cristal” will be eligible for the “Festival Grand Cristal”.

“Promo & Direct 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

For each entry, please provide all the elements below:

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.

1. ADMINISTRATION FEES

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

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

> **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 9th, 2018.**

After April 9th, 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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