



VIRAL FILM CONTEST BRIEF 2009/2010



CREATE A VIRAL FILM FOR THE 5TH EDITION OF THE MENA CRISTAL FESTIVAL AND WIN A COMPLETELY FREE STAY AT THE FESTIVAL!



JURY and REWARDS

The films will be judged by a college of international digital specialists (advertising people and producers). They will vote online for the best pieces of work.

Reward for the winning team:

- Full stay in Mzaar for the whole duration of the Mena Cristal Festival: transport, accommodation, delegate pass, meals, ski pass and ski equipment...
- Broadcasting of the film before, during and after the Festival: Home page of the Festival website, sharing Internet communities (for example: DailyMotion, Facebook...), Awards Ceremony, etc...
- Participation to the jury of the 2010/2011 contest.

Reward for the shortlisted teams:

- 50% discount on the delegate pass of the 2009/2010 Mena Cristal Festival.
- Broadcasting of the film on the Mena Cristal Festival website.



THE MENA CRISTAL FESTIVAL: CELEBRATING INNOVATION AND YOUNG TALENTS!

The Mena Cristal Festival were created in 2005 with the aim of introducing a new competition based on advertising in all the North African and Middle Eastern countries. It rewards the best advertising creations with the famous « Cristal », and therefore uses the same features that made the success of the Cristal Festival.

Taking place in a very convivial atmosphere, in the "Mzaar Faraya ski resort" in Lebanon, this event was created as the first advertising Festival for Arabic Countries. It gathers all communication actors in the world: the main agencies, clients, producers, directors, media, survey companies, TV producers ... in a series of rich and convivial exchanges.

The ambition of the Festival is to mix creativity and business together, and to promote Arabic advertising creativity, it is a real place for exchanges and networking:

- ✓ Competitions: a mixed international jury (clients and agencies).
- ✓ The Cristal Lab: conferences and debates with VIP International speakers, which explores perspectives on creativity.
- ✓ Networking: a strategic organization of the Festival program.
- ✓ Frequentation: creation of real communities of interest.



OBJECTIVE

Create a funny and quirky viral film that will support the event and will be broadcasted on all the communication channels on a European, Middle Eastern and North African scale.

What we'll be looking for: creativity, licence and humour!



TARGETS

Clients, advertising, marketing, interactive and media agencies (Presidents, General Managers, Creatives, Communication Directors, Agency Managers), producers, directors, studios, media... And all communications professionals likely to participate to the event.



POSITIONING

Being at the heart of innovation, new trends and avant-gardism... The place to be!



REQUIREMENT

The film should be a symbol of the association of the world of communications and the mountain. In a way or another, there should be a representation of the Cristal (award and brand of the Festival).

Key words: innovation, the best of creativity, mountain, snow, advertising / communications, exchange, business meetings, conviviality, «Cristal»...



TECHNICAL CONDITIONS

- ✎ Do not copy an existing ad.
- ✎ Do not use existing brands or symbolic figures such as the Michelin Man, the Jolly Green Giant etc., or any other element for which the reproduction rights are not certain.
- ✎ Do not use any visual which might damage the resort or skiing image, such as plaster casts...
- ✎ The film should be easy to produce with reasonable means.
- ✎ Don't forget that the film will be broadcasted throughout Europe, Middle East and North Africa. Any dialog should be in English or with English subtitles.



FORMAT (any incomplete entry will be rejected)

The films should last **maximum 60 seconds**. You can send several short films of the same length.

The entry should contain:

- ✓ A **video DVD** with the film (specs: **flv 320x340**) and a **Word document** explaining your creation (4/5 lines).
- ✓ **The entry form** correctly filled in.

To upload your film on a ftp server or to send it by email, contact Ingrid Anfray (contact details below).



DEADLINE

Your entry should be sent by **Friday 4th of September 2009 at the latest** to the festival organization office:

CONTACT:

MENA CRISTAL FESTIVAL / VIRAL FILM CONTEST

Ingrid Anfray

2C Associés – 11/13 rue Salomon de Rothschild - 92150 Suresnes - France

Tel : +33 1 42 04 97 76 / Fax : +33 1 47 72 26 36 • Email : Ingrid.anfray@crystalfestival.com



PARTICIPATION CONDITIONS

- ✓ As a two person team or as individual
- ✓ Being a creative spirit (in an agency or as a free-lance...)
- ✓ Several entries can be sent

COMPETITION RULES

Art 1. – Competition organizer

2C Associés, the company which initiates, produces and organizes the Mena Cristal Festival, organizes each year a viral film contest for the Festival next edition.

Art 2. – The competition jury

A jury, specially composed of personalities recognized by the digital advertising industry, will decide the winning film to represent the 5th edition of the Mena Cristal Festival.

Art 3. – The participants

The contest is open to both agencies and independent creatives. Any other creative spirit is also allowed to participate: directors, students of graphic design and/or advertising.... Participants may compete as a two person team, or as individuals. They may present one or several entries.

Art 4. – Entries presentation

The films should be sent as a **video DVD** with the film (specs: **flv 320x340**) and a **Word document** explaining your creation (4/5 lines).

All projects, with no exceptions, will be presented to the Jury.

Any incomplete entry will be rejected.

Art 5. – Submission deadline

The entries should be submitted at the latest by Friday 4th of September 2009, to the following address:

Mena Cristal Festival / Viral Film Contest
2C Associés / Ingrid Anfray
11/13 rue Salomon de Rothschild - 92150 Suresnes - France

Art 6. - Prize

The winning creative team will be invited to Mzaar for the 5th Mena Cristal Festival edition from 1 to 5 February 2010. The trip includes transport, accommodation, meals, delegate pass (which gives access to the complete program, the ceremonies, official dinners, official places and leisure activities: ski pass and ski equipment rental).

Art 7. – Rights

All rights relating to the winning creation will be granted to 2C Associés, the company which produces the Festival. Consequently, all rights relative to the use of preexisting images will remain at the charge of the participants.

Art 8. – Obligations

The winning team agrees to accompany the Mena Cristal Festival in the finalization of the film to ensure coherence in any adaptation.

Art 9. – Acceptance

Participating in the competition implies acceptance of these rules.

To participate, you should enroll by completing the form below, and return it by post, email or fax to:

2C Associés – Ingrid Anfray

11/13 rue Salomon de Rothschild - 92150 Suresnes – France
Fax: +33 1 42 04 97 76 or Ingrid.anfray@cristalfestival.com

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You can also download the form from our Internet website:
www.menacristal.com

ENTRY FORM

YOUR TEAM:

PROJECT NAME:

MEMBER 1

FIRST NAME:

FAMILY NAME:

AGENCY:

JOB TITLE:

WORK ADDRESS:

POST CODE:

TOWN:

COUNTRY:

TEL WORK:

GSM:

EMAIL:

YOUR PART IN THE CREATION OF THE FILM:

MEMBER 2

FIRST NAME:

FAMILY NAME:

AGENCY:

JOB TITLE:

WORK ADDRESS:

POST CODE:

TOWN:

COUNTRY:

TEL WORK:

GSM:

EMAIL:

YOUR PART IN THE CREATION OF THE FILM:

SIGNATURE

I certify that I have read the viral film contest rules and that I agree to grant the creative rights for the film of the 5th Mena Cristal Festival to 2C Associés.

Signed at, on/..... 2009

SIGNATURES

Signature: (precede your signature by the mention «read and approved»)