



# INTERNATIONAL PRODUCTION CRISTAL

**CRISTAL FESTIVAL**  
15/19 December 2010 – Crans-Montana/SWITZERLAND

**DEADLINE**  
Friday 19 November 2010



*In partnership with*





## INTRODUCTION

2C Associés is the organizer of the Cristal Festival (Europe), MENA Cristal Festival (Middle East and North Africa), the China Cristal Festival (Greater China) and **the International Production Cristal (worldwide)**.

The International Production Cristal promotes the production knowhow in advertising through the organization of an annual international competition dedicated to the production industry.

## THE CONTEST

### Participants:

Production houses, technical industries and advertising agencies only can participate.

### Period:

Commercials (for TV/cinema, web films, video clips, institutional films) shown in cinemas, broadcasted on television and/or on the web, for the first time between:

*1<sup>st</sup> December 2009 and 30<sup>th</sup> November 2010*

## CATEGORIES

You can register your films in the following categories:

1. **Commercials broadcasted on television/shown in the cinema**
2. **Web Films**
3. **Video Clips**
4. **Institutional Films**
5. **New Comers:** a “new talent” in production having recently carried out a maximum of 3 films.



## INTERNATIONAL RANKINGS

In order to establish International Rankings, the Jury will rate each registered production with voting boxes. The addition of the Jury's rates for each entry will define two International Rankings:

- **International Ranking per film and category**
- **International Ranking per production house/agency**

## INTERNATIONAL AWARDS

Several "Cristal" will be awarded (Europe, Middle East, World):

- **"Production Cristal" for Television/Cinema**
- **"Production Cristal" for the Web**
- **"Production Cristal" for Video Clips**
- **"Production Cristal" for Institutional Films**
- **"Production Cristal" for New Comers**
- **"Production Grand Cristal"**

The Awards Ceremony for the Europe Production Cristal and World Production Cristal will take place in Crans-Montana (15/19 December 2010).

The Awards Ceremony for the MENA Production Cristal will take place in Mzaar Kfardebian (8/11 February 2011).

The Jury will also reward the following "Cristal" among the entered films in the contest only if he decides it is deserved by the high quality of the produced work:

- **"Cristal" for technical categories:**
  - o **Animation/Special Effects**
  - o **Direction**
  - o **Soundtrack**

## THE JURY & VOTING PROCESS

**The Production Jury** will be made up of **agency TV producers and producers.**

All the entries will make up a long list. After viewing and voting, the short list will be shown to the jury. A joint discussion to decide the awards will follow with the whole jury.

The films will be judged with the following criteria:

- Artistic Direction
- Production
- Actor Direction

A Producer or TV Producer cannot vote for his own film or for his agency's film (nominative vote).

For impartiality reasons, the final vote will be made by secret ballots.



## ENTRY DEADLINE & PROCESS

Deadline for registering the material:

***Friday 19<sup>th</sup> of November 2010***

Register your best productions on-line at: [www.cristalfestival.com/register](http://www.cristalfestival.com/register)

Fill in **one form per entered film**.

The information mentioned on the entry form only will be retained. Therefore, it must be correctly and completely filled in.

**If a production house registers several entries for its international network, it must precise on each entry form what is the exact location of the production house (country or city) producing the film and who is the producer.**

All information will be published in the catalogue of the Festival and on our website.

The materials sent by participants will be broadcasted to the Jury during the judging session and the Awards Ceremony. Therefore, the **quality of the material has to be optimum**.

## MATERIAL REQUIREMENTS

Submit your films on line at: [www.cristalfestival.com/register](http://www.cristalfestival.com/register)

Format: Quicktime/MPEG2 720x576 codec DV Pal

**The films should be in English version or with English subtitles with an explanation of the film if there is any cultural specificity that needs to be explained.**



## FEES

**Administration fees:** - € 130 ex. VAT per company (to be paid only once per year)

**Entry fees:** - € 220 ex. VAT per entry

→ **Each film is one entry.** Entries constituting a campaign are entered and paid individually,

→ You should pay all costs or your entries will be turned down,

→ The bank fees shall be charged to the customer.

### **Registration terms**

**Entries will be accepted if the following is completed:**

- validation of the entry form filled online on [www.cristalfestival.com/register](http://www.cristalfestival.com/register)
- validation of the films requested for the contest
- reception of the administration and entry fees

### **Contact**

**CRISTAL FESTIVAL/2C ASSOCIES  
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## RULES

# INTERNATIONAL PRODUCTION CRISTAL

### Article 1: Introduction

The aim of the International Production Cristal is to promote production techniques in advertising through the organization of a competition for the production industry.

The Production Cristal contest will be judged in Crans-Montana (Switzerland) – 15/19 December 2010.

### Article 2: Conditions for entry

The contest is aimed to production houses, technical industries and advertising agencies.

1. In order to participate in the contest, commercials, institutional films and video clips must be:
  - Broadcasted on television or on the web, or shown in cinemas for the first time between: 1<sup>st</sup> December 2009 and 30<sup>th</sup> November 2010.
  - Entries that are not in English should be translated or accompanied by a full translation.
  - Upload films in Quicktime/MPEG2 720x576 codec DV Pal at [www.cristalfestival.com/register](http://www.cristalfestival.com/register)
  - Explain any specific word play or local, social, cultural or political references.
  - Candidates must be able to justify, if requested by the Festival organizers or Jury, a significant campaign in its area using the films.
2. **No registration can be cancelled or withdrawn from the contest after the deadline**
3. No registration is possible without the prior authorization of the client and/or the film right holder.
4. Any entry should be designed for TV, cinema or web.
5. Any entry should be made in the framework of an agreement, except for great causes, NGO campaigns... (The Festival reserves the right to request the whole media plan from participants).
6. To be eligible, any entry should comply with regulations or customs applicable in its country of origin.
7. One entry can only be entered by one company (agency or production house). The parties should agree before registering. If one entry is entered by two different companies, the organizers will use the date of receipt of the entries.
8. A film entered in a previous edition cannot be entered again.
9. For impartiality reasons, no company name should appear on the films.
10. A separate registration form is required for each entry.
11. **Information mentioned on the registration form only will be used. Therefore, it is very important that the form be properly and fully completed. The information will be published in all our communication tools: catalogue, press, website...**
12. **If a production house registers several entries for its international network, it must precise on each entry form what is the exact production house (country or city) and producer that produced the film.**

### Article 3: The contest

You can register your films in the following categories:

1. **Commercials broadcasted on television/shown in the cinema**
2. **Web Films**
3. **Video Clips**
4. **Institutional Films**
5. **New Comers:** a "new talent" in production having recently carried out a maximum of 3 films.

### Article 4: The Jury & voting process

The Production Jury will be made up of **agency TV producers and producers**.

All the entries will make up a long list. After viewing and voting, the short list will be shown to the jury. A joint discussion to decide the awards will follow with the whole jury.

The films will be judge with the following criteria:

- Artistic Direction
- Production
- Actor Direction

A Producer or TV Producer cannot vote for his own film or for his agency's film (nominative vote).



## **Article 5: Awards and Rankings**

In order to establish International Rankings, the Jury will rate each registered production with voting boxes. The addition of the Jury's rates for each entry will define two International Rankings:

- **International Ranking per film and category**
- **International Ranking per production house/agency**

### **Regional "Cristal" (Europe, MENA, World):**

#### **"Production Cristal" for television/cinema**

It awards the best television and/or cinema film of the year, technical categories mixed all together. The winner has to obtain the Jury's absolute majority votes.

#### **"Production Cristal" for the web**

It awards the best web film of the year, technical categories mixed all together. The winner has to obtain the Jury's absolute majority votes.

#### **"Production Cristal" for the clip**

It awards the best clip of the year, technical categories mixed all together. The winner has to obtain the Jury's absolute majority votes.

#### **"Production Cristal" for the institutional film**

It awards the best institutional film of the year, technical categories mixed all together. The winner has to obtain the Jury's absolute majority votes.

#### **"Production Cristal" for new comers**

It awards the best film produced by a new producer. The winner has to obtain the Jury's absolute majority votes.

#### **"Production Grand Cristal" – France**

It awards the best produced French film, all categories included. The winner has to obtain the Jury's absolute majority votes.

#### **"Production Grand Cristal" – Europe**

It awards the best produced European film, all categories included. The winner has to obtain the Jury's absolute majority votes.

#### **"Production Grand Cristal" – International (except Europe & MENA)**

It awards the best produced MENA film, all categories included. The winner has to obtain the Jury's absolute majority votes.

#### **"Production Grand Cristal" – MENA (awarded in Mzaar – Lebanon – 8/11 February 2011)**

It awards the best produced MENA film, all categories included. The winner has to obtain the Jury's absolute majority votes.

The Jury will also reward the following "Cristal" among the entered films in the contest only if he decides it is deserved by the high quality of the produced work: **Animation/Special Effects, Direction and Soundtrack.**

*The Jury can unanimously decide to not award a "Cristal".*

The Awards Ceremony for the Europe Production Cristal and World Production Cristal will take place in Crans-Montana (15/19 December 2010).

The Awards Ceremony for the MENA Production Cristal will take place in Mzaar Kfardebian (8/11 February 2011).

## **Article 6: Selection**

No pre-selection will be carried out. All the films entered in the different categories will be viewed by the Jury.



## **Article 7: Sending entries**

Film copies should be sent before **Friday 19<sup>th</sup> October 2010**.

Upload the films online on [www.cristalfestival.com/register](http://www.cristalfestival.com/register) or send a Beta SP, beta cam, betanum, beta sx, dvcam, dv or dvd video, quicktime 720x576 codec DV Pal format, together with the registration form duly completed and sent to the following address:

**Cristal Festival/2C Associes - Julien Morales - 1, rue Gambetta – 92150 Suresnes – France**

Tapes should be sent at the applicant's costs with the statement: "no commercial value – for cultural use only".

The quality of the copies has to be checked. Payment corresponding to administration and entry fees must be completed online. Payment must be made by credit card or banking transfer.

## **Article 8: Registration fees**

### **a) Administration fees:**

Handling fees per company (for one or several registrations during one year) are **€ 130**.

### **b) Registration fees:**

**Each film submitted in a competition is considered as a separate submission.**

The registration fees for each film are **€ 220 ex. VAT**.

Entries cannot be cancelled or removed from the Festival's long list in any way after the **deadline**.  
The bank fees shall be charged by the customer.

## **Article 9: Submission details**

One form should be completed online, per film entered in the contest.

**Each film counts as one entry. Entries that constitute one campaign will be registered and paid individually.**

Films will officially be candidates when the registration form, duly filled in on-line, and the payment will be received by the Festival's organization committee.

## **Article 10: Insurance**

The Festival will be responsible for the return transport of the materials from Paris to Crans-Montana and Mzaar. At the end of the Festival, the materials will be archived by the organization.

## **Article 11: Legal considerations**

Copies of advertisements will be donated at no cost to the Festival, for exclusive presentation and for the duration of the Festival. The Festival management will decide the order, dates and the number of presentations for each entered advertisement. These decisions are not open to discussion. The act of entry implies that agencies and clients agree the rules and the decisions of the Jury, and authorize the International Production Cristal to make public presentations for educational or promotional purposes, to reproduce advertisements in the Festival catalogue, and to reproduce advertisements in the press or on television or other media.

The Festival reserves the right exceptionally, if necessary, to make changes to these rules at any time.

### **Cristal Festival SA**

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