



Competitions

Corporate & PR Cristal

Deadline for entries: 20th January 2012

Judging: 22nd February 2012

Awards Ceremony: 23rd February 2012 – Mzaar (Lebanon)

The Corporate & PR Cristal promotes creativity in corporate & institutional communications through the organization of a competition for corporate communications tools.

The competition will reward Corporate & PR campaigns from companies, institutions, local & government departments, associations...

Categories:

A. Communication tools

1. Web or E-communication (Intranet, extranet, corporate website, e-mailing, blogs, podcasts, newsletters...), Digital PR, Social Media
2. Film (internal and external communication)
3. Edition(offline, leaflets, annual reports, online edition, literature, corporate books) Print (Outdoor, Press, Instore display, etc)
4. Public relations & below the line, Events, Sponsorship
5. Integrated driven by PR (minimum of 3 different channels)
6. Corporate identity (visual identity, graphic charter, etc)

In those categories, the judges will attached more importance to the creative use of the communications tools and the value of utilizing the appropriate media and tools to reach their targets.

B. Communication area

7. Social & health care campaigns
8. HR & corporate reputation (recruitment, schools relationships, etc)
9. Great cause campaigns, public sector, trade associations (solidarity, CSR, sustainable development, charity, environment, general interest, sponsoring)
10. Financial & economic campaigns, public affairs
11. Consumer services, products

In those categories, the Jury will judge the global creative idea for each targeting campaign, according the specificities which make each communication area a different challenge for corporate communications.

NB:

Self-promotion campaigns cannot enter the competition.

The category "Charity / General interest" cannot compete for the "Corporate & PR Grand Cristal".

The Festival reserves the right to modify a category designation if needed, any time.

Several "Cristal" will be awarded:

- The Corporate & PR "Grand Cristal"
- The "Cristal" per category

The "Corporate & PR Grand Cristal" will be eligible for the "Festival Grand Cristal".

Eligibility:

Corporate & PR campaigns broadcasted for the 1st time between the **1st of January 2011 and the 31st of January 2012** are eligible to compete for the Corporate & PR Cristal.

Judging Criteria:

- Strategy / Relevance,
- Creativity,
- Execution / Innovation,
- Performance: qualitative and quantitative impact (brand increase)

No jury member can express or vote for his own campaign (agency or advertiser).
For impartiality reason, the final vote will be made on secret ballot.

For each registration, please provide all the elements below:

The material should be uploaded directly on line at www.menacristalfestival.com/register

- **A video presentation** lasting at most **4 minutes** in a **Quicktime or MP4 format, Codec H264**.
 - This presentation should explain the system put in place for your campaign. It should include key visual items: videos, pictures or any other appropriate item to explain your campaign.
- **Audiovisual works** should be uploaded in **Quicktime or MP4 format, Codec H264** (a single campaign per support).
- **For all internet works:** One video presentation lasting at most 4 minutes in a Quicktime format. It could be 16/9, 4/3, HD or SD, or one URL Link AND/OR Screen shots, format .jpg : 72 dpi, 1024*768, RGB

The campaigns should be in English version or translated in English, with an explanation if there is any cultural specificity that needs to be explained.

- For each campaign, and so the jury can understand your campaigns, we recommend that you provide in English a 1000 words presentation of the campaign (.doc), including:
 - The situation (client brief, target),
 - The objective,
 - The strategy/pertinence/ coherence
 - The creation,
 - Results
 - Time frame of the project
 - Budget
 - Web link of the project (if available)
 - All information you judge necessary for the Jury to understand fully your campaign

Please fill in an Entry form for each entry. Only the information entered on the entry form will be taken into account. It is therefore essential to fill in the form completely and correctly. The material sent by participants will be shown to the jury in session, at the Awards Ceremony so it is essential that the quality of such material is optimum.

Administration Fees:

190 US\$ exc. VAT (to be paid once by company and by competition)

Registration fees:

320 US\$ exc. VAT per campaign

Means of payment:

➤ You can pay by **credit card** (CB/Visa/MasterCard/American Express) online:

www.menacristalfestival.com/register

➤ You can also pay by **bank transfer**:

Account name: 2C Associés – 1 rue Gambetta – 92150 Suresnes - France

Bank: Société Générale - 2, Avenue du Maréchal Foch – 92210 Saint Cloud - France

IBAN: FR76 3000 3037 6100 0210 4154 058

BIC: SOGEFRPP

- Entries cannot be cancelled or removed from the Festival in any way **after January 20th, 2012**
- Each campaign is one entry.
- You should pay all costs or your entries will be turned down
- The bank fees shall be charged to the customer

REGISTRATION TERMS

The entries will be accepted if the following is completed:

- validation of the entry form
- validation of the elements requested for the contest
- reception of the administration and entry fees
- please send us a credit card or bank transfer proof

Awards Ceremonies & Juries:

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