



Competitions

Film Cristal

Deadline for entries: 20th January 2012

Judging: 20/22 February 2012

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

A – Product categories:

1. Food
2. Drink
3. Automotive / Automotive product / Motorbike
4. Insurance / Banking / Financial service
5. Service activity (except financial service: internet services, mobile phone services, TV providers...)
6. NGO / Great cause / Charity
7. Public interest campaign
8. Transport / Tourism / Travel
9. Leisure / Entertainment / Games / Sport
10. Retail store (supermarket, fast food, department store...)
11. Media (Television, Press, Internet, Radio...)
12. Home (Furnishing, decoration, cleaning, equipment)
13. Electronic product (television, mobile phones, DVD, CD and MP3 players, cameras...)
14. Beauty / Hygiene / Health (cosmetics, make-up, shampoo, medicine...)
15. Clothing / Accessories / Textile
16. Luxury Good

B – Other categories:

17. Viral Film

NB:

Self-promotion campaigns cannot enter the competition.

The category “NGO / Great cause / Charity” cannot compete for the “Film Grand Cristal”.

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

Several “Cristal” will be awarded:

- The Film “Grand Cristal”
- The “Cristal” per category

The «Film Grand Cristal » will be eligible for the “Festival Grand Cristal”.

Eligibility:

Films broadcasted on television, on the web or shown in cinemas for the first time between the **1st of January 2011 and the 31st of January 2012** are eligible to compete for the Film Cristal.

Judging Criteria:

Creativity and relevance of the idea!

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

For each registration, please provide all the elements below:

1. The entry form duly filled in online at www.menacristalfestival.com/register
2. Your film uploaded in the right format: Quicktime format. It could be 16/9, 4/3, HD or SD.

➔ Please, name all films with the title of the entry, even if within the same campaign.

ALL FILMS SHOULD BE IN ENGLISH VERSION OR WITH ENGLISH SUBTITLES

Administration Fees:

190 USD ex. VAT (to be paid once by company and by competition)

Registration Fees:

Each film submitted is considered as a single entry.

320 USD ex. VAT for each film

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 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

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:

Julien MORALES

Tel: +33 1 42 04 07 75 / M :+33 6 66 63 60 75

E: julien.morales@crisalfestival.com

Competitions Registration:

Brahim BASBOUS

M: +33 66 391 55 76

E: brahim.basbous@crisalfestival.com

Festival Office:

2C Associés

1 rue Gambetta

92150 Suresnes - France

Tel: +33 1 42 04 46 46 - Fax: +33 1 47 72 26 36

Cristal Festival SA:

Rue de Tourbillon 5 – CH 1950

Sion - Switzerland

Tel: + 41 27 322 23 54 - M: + 41 77 42 39 740