



Competitions

Integrated Cristal

Best idea, Advertainment & Plurimedia

Deadline for entries: 20th January 2012

Judging: 20/22 February 2012

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

Created in 2007, the Integrated Cristal rewards campaigns in their entirety, without any media or product barriers. Its aim is to develop the market's most creative ideas by basing them on three awards:

- **Conception** of an extraordinary idea
- **Production** of an idea / advertainment
- **Variation** of an idea on different Medias / plurimedia

There is no product category. All the campaigns are judged together regardless of the product, sector, service, budget, etc.

The jury will reward a Cristal in each of the following categories:

Category 1: Conception of the idea

There is no criterion for registering in this category. Campaigns will be judged for the "extraordinary" character of their original creative idea.

Category 2: Production of an idea / advertainment campaigns

Campaigns for "advertainment", "branded content" and "branded advertising" will be judged in this category. Campaigns working on the brand name content and its production (game, design, event, music, series, cinema, etc.) will be rewarded.

Category 3: Variation of idea / plurimedia campaigns

"Plurimedia" campaigns [meaning available on at least 3 different media supports] will be judged in this category.

NB:

Self-promotion campaigns cannot enter the competition.

The jury will also reward the "Integrated Grand Cristal"

The "Integrated Grand Cristal" will be eligible for the Festival Grand "Cristal" (all media included).

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

Eligibility:

Campaigns broadcasted for the 1st time between the 1st of January 2011 and the 31st of January 2012 are eligible to compete for the Integrated Cristal.

Judging Criteria:

- **Conception** - Quality of a creative idea.
- **Production / Advertainment** - Quality of a creative idea / Quality and relevance of the set up arrangement / Consumer's implication.
- **Variation / Plurimedia** - Quality of a creative idea / Relevance & intelligence of its variation on the different media.

For each registration, please provide all the elements below uploaded directly on line at:
www.menacristalfestival.com/register

- A **300 words form**, in .doc format (Word), in English and explaining the following points:
 - Description of the campaign (issue, objective, strategy, creation)
 - Description of the campaign launch and its execution through each media
 - Description of the campaign results (quantitative and qualitative)

The form should be completely anonymous; no logo or company name should appear.
- A **demonstration video of 3 minutes** maximum in Quicktime format. It could be 16/9, 4/3, HD or SD..

The presentation should explain the plan of action provided for your campaign. It should contain visual key elements: videos, pictures or any other relevant element to explain your campaign. So that the jury can fully understand your campaign, we advise you to provide an **English version or one with English subtitles.**

When registering, please let us know if it is limited to screenings during the Festival (musical rights...)

Only the information mentioned on the registration form will be used. It is therefore very important that the form is properly and fully completed.

The material sent by participants will be screened to the jury in session, at the awards ceremony. Therefore, it is essential that the quality of the material is optimum (image and sound).

Administration Fees:

245 US\$ ex. VAT (to be paid once by company and by competition)

Registration fees:

Each campaign submitted in a competition, is considered as a single entry.

680 US\$ ex. VAT for each 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:

Julien MORALES

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

E: julien.morales@crystalfestival.com

Competitions Registration:

Brahim BASBOUS

M: +33 66 391 55 76

E: brahim.basbous@crystalfestival.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