



Competitions

Radio Cristal

Deadline for entries: January 20th 2012

Judging: 20/ 22 February 2012

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

Product Categories:

1. Food / Drink
2. Automotive / Motorbike / Transport
3. Insurance / Banking / Financial service
4. Service (except financial service)
5. NGO / Great cause / Charity / Public interest campaign
6. Leisure (tourism, sport, games)
7. Media
8. Home / Clothing / Accessories
9. Beauty / Hygiene / Health (cosmetics, make-up, shampoo, medicine...)
10. Luxury

NB:

Self-promotion campaigns cannot enter the competition.

The category "NGO / Great cause / Charity / Public interest campaign" cannot compete for the "Radio Grand Cristal".

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

Several "Cristal" will be awarded:

- The Radio Grand Cristal
- The "Cristal" per category

The "Radio Grand Cristal" will be eligible for the "Festival Grand Cristal".

Eligibility:

Radio spots broadcast for the first time between the **1st of January 2011 and the 31st of January 2012** are eligible to compete for the Radio 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.



REGISTRATION

For each registration, please provide all the elements below:

- **A radio spot**, one per entry, in one of the following formats: MP3, AIFF

Each radio spot should indicate the entry title.

The radio spots should be in English version with an explanation if there is any cultural specificity that needs to be clarified.

The radio spot and the entry form should be uploaded online at:

www.menacristalfestival.com/register

The material sent by participants will be broadcasted to the jury in session and during the Awards Ceremony. It is therefore essential that the quality the material is optimum.

Administration Fees:

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

Registration Fees:

Each spot submitted is considered as a single entry.

320 US\$ ex. VAT for each spot

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 spot 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:

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Competitions Registration:

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