



CRISTAL RANKINGS

NATIONAL RANKINGS

KINGDOM OF SAUDI ARABIA, UNITED ARAB EMIRATES, LEBANON & EGYPT

In order to meet the expectations of the advertising professionals, the MENA Cristal Festival created four national rankings dedicated to the Kingdom of Saudi Arabia, the United Arab Emirates, Lebanon and Egypt.

Each national ranking is open to all advertising agencies and production companies from the country.

The rankings are made by adding the marks given by the juries (during the long-list session) to all the entries registered in the MENA Cristal Festival.

The national rankings are an opportunity for all agencies to scan the best creative works of their country and to put forward the cultural specificities of the local advertising work.

REGIONAL RANKINGS

Every year, the Mena Cristal Festival decides to give three special awards: Agency of the Year, Media Agency of the Year and Network of the Year. Those prizes are awarded to the agency or network that obtained the highest number of points in each of the different competitions rankings.

Media agency of the year:

This prize is given to the media agency of the region that obtained the highest number of points in the Media Cristal competition.

Advertising Agency of the Year:

This prize is given to the advertising agency that obtained the highest number of points in the following competitions: Promo & Direct, Cyber, Film, Daily Press, Outdoor, Magazine, Print Craft, Integrated, Corporate and Radio.

Network of the Year:

This prize is given to the regional network that obtained the highest number of points in all the competitions.

Points:

- 15 points for a Grand Cristal
- 9 points for a Special Jury Award
- 7 points for a Cristal
- 6 points for a Special Mention
- 3 points for finalists
- 1 point for short-lists