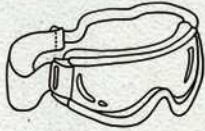


THE MENA
CRISTAL
SURVIVAL KIT



MEDIA CRISTAL

AWARDS CEREMONY
WEDNESDAY 3 FEBRUARY 2010
MZAAR - LEBANON

DEADLINE FOR ENTRIES
FRIDAY 6 NOVEMBER 2009

www.menacristal.com

MENA

MENA Cristal Festival

I N T R O D U C T I O N



2C Associés, is the organizer of the famous Cristal Festival, Mena Cristal Awards and the China Cristal Awards.

The **5th edition of the MENA Cristal Festival** will be held from **1 to 5 February 2010** in **Mzaar ski resort (Lebanon)**.

The purpose of the “**Media Cristal**” is to rewards the contribution of media strategies to the originality, creativity and performance of an advertising campaign.

A **jury composed of the most famous media agencies** (general managers, creative directors...) and **Clients** (general managers, marketing managers, and advertising managers) will set up the Cristal which will reflect the major trends of the creativity in media strategies.

Your visibility:

- **The prize list** permanently visible on the website,
- **The best works** of the prize list will be viewable on the website,
- Showcases and awards ceremonies will **present the best cases and reward the winners**

The Media “Grand Cristal” will be eligible for the Festival “Grand Cristal” (best campaign, all media included).



T H E C O M P E T I T I O N

Participants:

Media agencies, advertising agencies and clients can participate.

Period:

Campaigns broadcasted for the 1st time between **1 December 2008 and 30 November 2009.**

Territory:

All countries of Middle East & North Africa.

T H E C A T E G O R I E S

You can register your campaigns in the following categories:

A – Product categories

- A-1. Food products / drinks / mass consumption products
- A-2. Automobile / automotive products
- A-3. Banking / credit establishment / insurance
- A-4. Services (other than financial)
- A-5. Great Causes / Public interest
- A-6. Media / Culture / Leisure
- A-7. Transport / Tourism
- A-8. Beauty / hygiene / health products

B. Categories by targets

- B-1. Youth (up to 18)
- B-2. Men
- B-3. Women

C. Product launch campaign (all product categories)

The Festival Organization can decide to modify a category if necessary

A W A R D S

Several “Cristal” will be awarded:

- The Media “Grand Cristal”
- A “Cristal” per category

The jury may decide not to award a category.

T H E J U R Y



An EMEA Jury will be made up of **Media agencies:** agency managers, CEOs, creative directors... **and Advertisers:** chief executive officers, marketing managers, and advertising managers,

Members of the Jury will focus on the effort given by the agencies to generate consumer contact that is innovative, engaging, inclusive and efficient.

Campaigns will be judged according to three criterions:

- **Creative idea:** The relevance of the idea and its originality,
- **Media Strategy:** The innovative nature and its adequacy to the target and objectives
- **Performance:** the proven efficiency of the system (qualitative and quantitative).
- **Production quality**

Each criterion will make 25% of the final mark.

Each entry registered will make up a long list (there is no pre-selection). After viewing and voting, the short list will be shown to the jury. A joint discussion to decide the awards will follow with the whole jury.

No jury member can express his opinion or vote for his own campaign (agency or client).

For impartiality reason, the **final vote will be a secret ballot.**

The secret ballots will be nominative and the **Festival control committee will check the respect of those above rules.**

ENTRY DEADLINE



The deadline for entering material is set to: **Friday 6 November 2009**



Please fill in one form for each entered campaign and upload your works on: www.menacristal.com



Only the information mentioned on the entry form will be retained, therefore, it must be correctly and completely filled in. All this information will be published in the catalogue and on our Internet site.



Please, make sure there is no mistake in the credits before finalizing your registration.



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 of such material be optimum.

MATERIAL REQUIREMENTS

1) A page of 300 words maximum (document in Word format), written in English and according to the following approach:

- Issue (client's brief, target...) and purpose
- Strategy, creation and means implemented
- Efficiency (qualitative and quantitative). Please mention your sources.

2) An audio-visual presentation in QUICKTIME 720x576 codec DV PAL or Flash video format: SWF (no .EXE), with a maximum duration of **4 minutes**. The presentation should explain the system implemented for your campaign and should include key visual elements: videos, frozen images or any other appropriate information.

3) Additional material: You can send us by Post or email any useful additional material (for a better understanding of your case).

Please do this in a limited manner, and mention the number of additional materials on your online registration form.

These elements will be screened during the Festival. Be concise.

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



F E E S

Administration fees: 170 € per society (to be paid only once per competition)

Entry fees:
310 € for each entry

Means of payment:

1) You can pay by credit card (CB/Visa/MasterCard/American Express) online: www.menacristal.com

2) You can also pay by bank transfer:

Account name: 2C Associés-11, rue Salomon de Rothschild – 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

→ You should pay all costs or your entries will be turned down

→ The bank fees shall be charged to the customer

→ No registration can be cancelled or changed after Friday 6 November 2009.

Registrations terms:

The entries will be accepted if the following is completed:

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

Contact:

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92150 Suresnes
France
M: +33 6 98 12 06 55
Fax: +33 1 47 72 26 36
Mail: lara.krumholz@cristalfestival.com

R U L E S

M E D I A C R I S T A L



Article 1: Introduction

The 5th MENA Cristal Festival will be held from 1 to 5 February 2010 in MZAAR (Lebanon). The purpose of the "Media Cristal" is to reward the contribution of media strategies to the originality, creativity and performance of an advertising campaign.

Article 2: Conditions for entry

- To participate in the competition:**
 - Campaigns must have been broadcasted for the first time between **1 December 2008 and 30 November 2009**.
 - The entries **must be in English**. Entries that are not in English should be translated or accompanied by a full translation.
 - Please, explain any specific word play or local, social, cultural or political references.
 - Candidates must be able to justify, if requested by the Festival organizers or jury, a significant campaign in its area using the works.
- No registration can be cancelled or withdrawn from the contest after the 6th of November 2009.**
- No registration is possible without the prior authorization of the client and/or the ad right holder.
- Any entry should be made in the framework of an agreement, except for great causes, NGO campaigns.
- The Festival reserves the right to request the whole media plan from participants.
- To be eligible, any entry should comply with regulations or customs applicable in its country of origin.
- One entry can only be entered by one company (agencies, clients, producers). The parties should agree before registering. If one entry is entered by two different companies, the organizers will use the date of reception of the entries.
- An ad entered in a previous edition cannot be entered again.
- For impartiality reasons, **no agency name should appear on the ads**.
- A separate registration form is required for each entry.
- Only the information mentioned on the registration form will be used. It is therefore very important that the form be properly and fully completed. **The information will be published in all our communication tools:** the catalogue, the press, our website ...

Article 3: The competition

You can register your campaigns in the following categories:

A – Product categories

- A-1. Food products / drinks / mass consumption products
- A-2. Automobile / automotive products
- A-3. Banking / credit establishment / insurance
- A-4. Services (other than financial)
- A-5. Great Causes / Public interest
- A-6. Media / Culture / Leisure
- A-7. Transport / Tourism
- A-8. Beauty / hygiene / health products

B. Categories by targets

- B-1. Youth (up to 18)
- B-2. Men
- B-3. Women

C. Product launch campaign (all product categories)

Article 4: Juries and awards

The Jury will be made up of equally **media agencies and clients**.

All of the entries will make up a long list. After viewing and voting, the short list will be shown to the jury. A joint discussion will follow with the whole jury. A jury member cannot vote for his own campaign or for his agency's (nominative vote). **For impartiality reasons, the final vote will be a secret ballot.**

Juries will award the following "Cristal":

A Cristal per category

It awards the best ad of the year, in each category, the one that will obtain the Jury's absolute majority votes.

Media “Grand Cristal”

It awards the best MENA media campaign, all categories included: the one that will obtain the Jury’s absolute majority votes.

The Jury can decide to not award a Cristal.



Article 5: Selection

No pre-selection will be carried out. All the campaigns entered in the different categories will be viewed by the Jury.



Article 6: Sending entries

The video presentation, word form and entry forms should be uploaded before 6 November 2009 on: www.menacristal.com

Payment corresponding to administration and entry fees must be completed online. Payment must be made by credit card or banking transfer



Article 7: Registration fees

a) Administration fees

Handling fees per company are 170 €

b) Registration fees:

Each ad submitted in a competition, is considered as a separate submission.

310 € for each entry

Means of payment:

1) **You can pay by credit card (CB/Visa/MasterCard/American Express) online:**
www.menacristal.com

2) **You can also pay by bank transfer:**

Account name: 2C Associés-11, rue Salomon de Rothschild – 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 **each deadline**.

The bank fees shall be charged by the customer.



Article 8: Submission details

One form should be completed, per entry entered in the contest.

Each ad counts as one entry. Ads will officially be candidates when the entry form, duly filled in on line, and the payment are received by the Festival’s organization committee. The validation of the entry form online implies the signer’s and possible assigns’ acceptance of these rules.

Article 9: Insurance

The Festival will be responsible for the return transport from Paris to Crans Montana and from Paris to Mzaar. At the end of the Festival, the material will be archived by the organization.

Article 10: Legal considerations

Copies of advertisements will be donated at no cost to the Festival, for exclusive presentation, for the duration of the Festival. The Festival management will decide the order, dates and the number of presentations for each entered advertisement. These decisions are not open to discussion. The act of entry implies that agencies and clients agree to abide by the rules and the decisions of the juries, and authorize the Cyber Cristal to make public presentations for educational or promotional purposes, to reproduce advertisements in the Festival catalogue, and to reproduce advertisements in the press or on television or other media.

The Festival reserves the right exceptionally, if necessary, to make changes to these rules at any time.



2C Associés

www.2c-associes.com
www.cristalfestival.com
www.menacristal.com