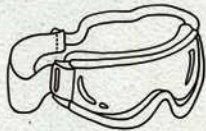


THE MENA
CRISTAL
SURVIVAL KIT



PROMO & DIRECT 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 contest is to reward EXCELLENCE in promo and direct marketing. Excellence is a successful combination of creativeness and inventiveness when used for efficiency.

This competition covers at once campaigns:

- ✓ **Promotion:** technique of communication which the objective is to stimulate the short-term sales, "by pushing" the product / service to the consumer. We wonder about the contents of the communication in its capacity to cause the action (conviction), first objective of the promotion, but also in its capacity to create or to modify durably the vision of the brand (image).
- ✓ **Direct:** all the interactive marketing techniques through one or several media, which allow identifying the consumers of a product / service, to send them directly a commercial proposition, in order to obtain an answer and / or a direct deal.

A **jury composed of the most famous regional and international advertising professionals** (general managers, creative managers...) and **Clients** (general managers, marketing managers, and advertising managers) will set up the Cristal which will reflect the major trends of the Promo & Direct creativity.

Your visibility:

- ✓ The prize list permanently visible on the website,
- ✓ Showcases and awards ceremonies will present the best cases and reward the winners

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

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



Participants:

Interactive, marketing and advertising agencies and clients can participate.

Period:

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

Entries which have been entered in the previous edition cannot be entered again.

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:

The campaigns will be judge per business area. The agencies can enter their campaigns in the following categories:

1. Food products / beverage / mass consumption product
2. Automotive / Automotive product
3. Service/Banking / Credit institution / Insurance
4. Charity / General interest
5. Transport / Tourism / Leisure (media, culture)
6. Information technology and Telecommunication
7. Local distribution (retail store, supermarket...)
8. Beauty product / Health / Hygiene
9. B to B

The Charity category cannot compete for the “Grand Cristal”.

A W A R D S



Several “Cristal” will be awarded:

- The Promo & Direct “Grand Cristal”
- The “Cristal” per category

On the other hand, the jury will be able to reward several other Cristals among the campaigns entered for the competition:

- ✓ Events: street marketing, retail outlet, animation, road show...
- ✓ Promotion: On pack, games and contests, on site publicity...
- ✓ Launching product / service
- ✓ Network: Stimulation, training, motivation and sale support equipment
- ✓ Digital in a promo campaign: website, emails, text message, banners...
- ✓ Mailing
- ✓ Media Response: TV, billboard, press...
- ✓ Edition: catalogue, leaflet...

T H E J U R Y

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

The jury will judge the campaigns according to the following 4 criteria:

- Strategy / relevance,
- Creativity,
- Execution / innovation,
- Performance: qualitative and quantitative impact (Brand increase)

For the awards, each entry registered will make up a long list. 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 creations and uploaded 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) **One 300 word sheet** (presentation style) in .doc format, in English, according to following model:

Description of the campaign: issue, strategy, design.

Please take into account the following goals:

- Gain clients
- Development of client loyalty
- Retain clients
- Increase client value
- Traffic to point of sale
- Network promotion
- Product or service launch

Description of the campaign launching and completion through each media

Description of results (quantity and quality) of the campaign

The sheet should be anonymous. No logo or company name should be shown.

2) A **video presentation** lasting at most **4 minutes** in a **Quicktime** 720x576 codec DV Pal or Flash format : **SWF** (no .EXE).

This presentation should explain the system put in place for your campaign. It should include key visual items: videos, pictures or any other appropriate item to explain your campaign.

*So the jury can understand your campaigns, we recommend that you provide **an English version or with English sub-titles**. Please indicate when enrolling, if the entry is limited to any broadcasting during the Festival (musical rights ...).*



3) **Additional material:** You can send by mail any material you may consider useful for understanding your case, in a limited number (packaging, pictures ...). Please number the items you send and mention them on the participation sheet.

FEES

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

Entry fees:

342€ per campaign, from the 1st to the 3rd entry,

308€ per campaign, from the 4th to the 6th entry,

262€ per campaign after the 7th entry.

Ex: For 5 entries / 170 + (3x342) + (2x308)

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

→ **Each ad 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

→ 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:

Lara KRUMHOLZ
11/13, rue Salomon de Rothschild
92150 Suresnes

France

M: +33 6 98 12 06 55

Fax: +33 1 47 72 26 36

Mail: lara.krumholz@crisalfestival.com

R U L E S

M A R K E T I N G 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 Promo & Direct Cristal puts an emphasis on communication tools and campaigns whose ultimate goal is to identify, anticipate and lastingly meet the needs of each client in a profitable way through an individual relationship.

Article 2: Conditions for entry

- To participate in the competition:**
 - Creations must be created and shown 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 30th of October 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.
- A campaign entered in a previous edition of the Cristal Festival cannot be entered again.
- 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:

You can enter your campaigns per business area:

1. Food products / beverage / mass consumption product
2. Automotive / Automotive product
3. Service/Banking / Credit institution / Insurance
4. Charity / General interest
5. Transport / Tourism / Leisure (media, culture)
6. Information technology and Telecommunication
7. Local distribution (retail store, supermarket...)
8. Beauty product / Health / Hygiene
9. Environment and Sustainable Development
10. B to B

The Charity category cannot compete for the "Grand Cristal"

Article 4: Juries and awards

The jury will be made up equally of agency marketing and clients from the EMEA region (general managers, marketing managers, and advertising managers).

The Jury will judge the campaigns according to the following 4 criteria:

- Strategy / relevance,
- Creativity,
- Execution / innovation,
- Performance: qualitative and quantitative impact (Brand increase)

The Jury reserves the right to change the enrolment category as it deems necessary.

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.**

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

Items submitted on line on www.menacristal.com should meet the following technical characteristics:



1) **One 300 word sheet** (presentation style) in a.ppt or .doc format, in English, according to following model:

Description of the campaign: issue, strategy, design.

Description of the campaign launching and completion through each media

Description of results (quantity and quality) of the campaign

The sheet should be anonymous. No logo or company name should be shown.

2) **Video presentation** lasting at most 4 minutes in a Quicktime 720x576 codec DV Pal or Flash format : SWF (no .EXE).

This presentation should explain the system put in place for your campaign. It should include key visual items: videos, frozen pictures or any other appropriate item to explain your campaign.

So the jury can understand your campaigns, we recommend that you provide an English version or with English sub-titles.

3) **Additional material:** You can send by mail any material you may deem useful for understanding your case, in a limited number (packaging, pictures ...). Please number the items you send and mention them on To participation sheet.

2C Associés declines any responsibility for any theft or deterioration of material submitted.

Only the additional material can be recovered by the participant, at its cost. If the request is not made by 1st February 2010, items will not be kept by the Festival organisers.

Any incomplete, deteriorated, illegible file will be considered invalid.

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.

a) Handling fees (paid once per company in the amount of 170€)

b) Registration fees as follows:

342€ per campaign, from 1st to 3rd entry,

308€ per campaign, from 4th to 6th entry,

262€ per campaign after the 7th entry

Ex: for 5 entries: $3 \times 342€ + 2 \times 308€ = 1026€ + 616€ = 1642€$

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 Promo & Direct 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.