



PRESS RELEASE,
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John Merrifield appointed as President of the Mena Cristal Jury!

For this 5th edition, an outstanding personality from the Asia Pacific region will chair the jury for the Film, Print, Outdoor and Radio competitions.

Created as the first advertising festival for the Middle East & North Africa region, the MENA Cristal Festival is announcing the President of the Film, Print, Outdoor and Radio Jury of its 5th edition to be held from **1 to 5 February in Mzaar**.

Judging will take place onsite at the Intercontinental Mzaar, official venue for the three-day Festival.

John Merrifield's started as Creative Director at Saatchi's Jakarta, then David Droga made him ECD of Saatchi's Hong Kong and within two years the office had won their first Kam Fan (Grand Prix).

John opened a new Saatchi's in Tokyo, before joining TBWA\Japan as Chief Creative Officer on April 1, 2003.

He took on his current position as "Creative at large" of TBWA\Asia Pacific in September 2006. His remit includes everything from attracting top talent and spearheading regional and global pitches, to hot-housing with the network's young bloods and inculcating a culture of creative innovation. He continues to work intimately with TBWA's showcase clients, adidas, VISA and Singapore Airlines chief among them.

John has been awarded multiple gold lions at Cannes (including China's first ever gold in 2008), multiple gold pencils at the One Show, the grand prix and multiple golds at the Clios, etc. He was named Asia's Creative of the Year in 2004 and 2008. He topped the Creative Rankings in Asia/Pacific in 2004.

Christian CAPPE, CEO of the Cristal Festival, organiser of the Mena Cristal Festival commented this nomination: "The Mena Cristal Festival is a celebration of Middle East and North Africa's best creative ideas in advertising and communication, and to chair the jury, we wanted to invite one of the most highly skilled and respected personality of Asia Pacific, one of the most dynamic region nowadays, to lead the way forward."

More than 500 advertising professional leaders from 20 different countries in the region are expected during the 5th edition of the MENA Cristal Festival.

MENA Cristal Festival is now open for entries. Entries can be submitted until **Friday 20th of November 2009** on www.menacristal.com .

The MENA Cristal Festival in few words:

The MENA Cristal Festival has been created in 2005 as a continuation of the Cristal Festival in Europe (previously called Meribel Ad Festival) with the aim of introducing a new and ambitious competition in advertising for all North African and Middle Eastern countries.

This first advertising festival for the Arabic countries rewards the best advertising creations with the famous « Cristal », made of uncontested prize list and judged by a unique jury made of Agencies and Clients.

Each year, the MENA Cristal Awards gathers keynote speakers to hold conferences, round tables and workshops. Since its creation, this event has been promoting exchanges and networking between the top-professionals of the advertising world in Arabic countries.

For further information and subscription: www.cristalfestival.com / www.menacristal.com

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CEO of the Festival - **Christian CAPPE**

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