



## CRISTAL RANKINGS

Every year, the Mena Cristal Festival decides to give three special awards:

- Agency of the Year
- Media Agency of the Year
- 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.

### **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, Press, Outdoor, Integrated, Corporate and Radio. A regional ranking will be also announced during the Awards Ceremony on Thursday 4th February 2010.

### **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. A media agency ranking will be also revealed during the Awards Ceremony on Wednesday 3rd of February 2010.

### **Network of the Year:**

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

### **Points:**

- 10 points for a Grand Cristal
- 9 points for a Special Jury Award
- 7 points for a Cristal
- 6 points for a Mention
- 3 points for the Finalists
- 1 points for the Short- listed