

14TH EDITION
16/20 DECEMBER 2014



MEDIA CRISTAL

DEADLINE 24TH OCTOBER 2014

JUDGING SESSION: 15-16 DECEMBER 2014
AWARDS CEREMONY: 17 DECEMBER 2014

www.cristalfestival.com

CATEGORIES

A. Awards per product category

1. Food product / Drink / Mass consumption product
2. Automotive / Automotive Product
3. Banking / Credit institution / Insurance
4. Service (other than financial)
5. Great cause / General interest
6. Public awareness / Charity
7. Telecommunication
8. Media
9. Transport / Tourism
10. Sport / Leisure / Entertainment
11. Beauty / Hygiene / Health product
12. Luxury
13. Clothing / Accessories / Textile
14. Retail / Restaurants / Fast foods

B. Awards per target

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

C. Best use of media

1. Best use of Print
2. Best use of Outdoor
3. Best use of Ambient
4. Best use of Audio (podcast, radio...)
5. Best use of Screens (tv, outdoor screens, cinema...)
6. Best use of Brand Content
7. Best use of Events
8. Best use of Digital
9. Best use of Social Media
10. Best use of Mobile
11. Best use of Cultural Campaign
12. Best use of Addressed and Unaddressed Mailing



D. Integrated campaign (minimum of 3 medias)

E. Special awards

1. Launch campaign
2. Environment and sustainable development
3. Corporate campaign

NB: An entry or campaign may be submitted in more than one category and up to 4 categories.

Self-promotion campaigns cannot enter the competition.

The category "Great cause / General interest" cannot compete for the "Media Grand Cristal".

The Festival reserves the right to modify a category designation if needed, at any time.

ELIGIBILITY & JUDGING

1. Eligibility

- The competition is a global award opened to all international advertising, media and communication agencies.
- All submitted entries/campaigns released/implemented to the public between the **1st of November 2013** and the **30th of November 2014** are eligible to compete in the Media Cristal.
- Only one party should submit an entry. Thus, the advertising agency and media agency have to agree in advance. If the same entry is submitted twice, only the first entry will be accepted.
- All entries must have been created within the context of a contract with a paying client. The client must have paid for all, or the majority, of the entered submission (except for charity/public interest).
- The organization may contact the advertiser related to any submission at the demand of the jury at any time during the judging process in order to request further information about the campaign.

2. Judging Criteria

- Creative idea: relevance, originality and performance
- Media Strategy: its innovative nature and its adequacy to the target
- Performance: the proven efficiency (qualitative and quantitative)

3. Awards

Several “Cristals” will be awarded:

- The Media “Grand Cristal”
- The “Cristal” per category (equivalent of gold)
- Sapphire “Cristals” (equivalent of silver)
- Emerald “Cristals” (equivalent of bronze)

The “Media Grand Cristal” will be eligible for the “Festival Grand Cristal”.

The Media winning “Cristals” will compete for the “Advertisers Grand Cristal”. This “Grand Cristal” will be provided by a jury composed of international advertisers only.

ENTRY REQUIREMENTS

All entries should be completed and uploaded on www.cristalfestival.com/register

For each registration, please provide the elements below:

MANDATORY

1. Please upload a **descriptive document of 300 words**, in “.doc” format in English including:

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

2. Please upload a **case film lasting a maximum of 2 minutes as .mov or .mp4 file**

The presentation should explain the strategy implemented for your campaign and include key visual elements: videos, still images or any other relevant element.

Entries should be submitted in **English or in a version with English subtitles (mandatory)**.

3. For some categories (ex. best use of addressed and unaddressed mailing), **visuals (jpeg, ppt) and/or specific materials are enough**, and a video is not mandatory.
4. **Additional material**: Please provide, by mail, any other useful material, in limited quantity (packaging material, pictures...) to:

CRISTAL FESTIVAL / Media Cristal
9bis rue Delerue
92120 Montrouge - France

Only the information mentioned in the registration form will be used. It is, therefore, important that the form is properly and fully completed.

The material sent by participants will be screened to the jury at the judging sessions and during the Awards ceremony. Therefore, please make sure that the quality is adapted to the festivals’ requested standards (image and sound).

Optional (but strongly advised):

5. A shorter presentation of **40 seconds** maximum

Award- winning entries will be screened in short format at the Award Ceremony. If a short version is not submitted, at the same time as the official registration, the original version will be used but cut after 40 seconds.

VALIDATION & PAYMENT

1. Administration fees

€175 excluding VAT (to be paid once by company and by competition)

2. Registration fees

€370 exc. VAT for each entry

For European countries: VAT charged at 19,6%

3. Means of payment

Please pay by credit card (CB/Visa/MasterCard/AMEX) online: www.cristalfestival.com/register

You can also pay by bank transfer:

Account name: 2C Associés - 9bis rue Delerue - 92150 Montrouge - 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 competition in any way after **October 24th**.

Each campaign should be entered as one entry, an entry or campaign may be submitted in more than one category.

Only full paid entries will be accepted.

Bank fees are to be paid by the entrant.

All entries validated to the final stage (payment validation) will be considered as confirmed and an invoice will be issued.

Once the order validated, each modification (credits, category...) will generate additional costs.

Trophies to be delivered (UPS, DHL...) will be at the agency's charge.

REGISTRATION TERMS

Entries will be accepted if the following is completed:

- validation of the entry form
- validation of the requested elements
- reception of the administration and entry fees
- for bank transfers, please provide a proof of payment

CONTACT

Juries & Awards Ceremonies

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Awards

- France & UK - Cécile Perret cecile@crystal-events.com
- Germany, Austria, Benelux & Switzerland - Alexandra Hopf alexandra@crystal-events.com
- Central Europe, Russia, Turkey & Africa - Anna Abudikhina anna@crystal-events.com
- Latin America - Xavier Cornec xavier@crystal-events.com
- Asia-Pacific & MENA - Nathalie Huart nathalie@crystal-events.com

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