

MENA Cristal Festival - Historical

The MENA Cristal Festival has been created in 2005 with the aim of introducing a new competition for advertising in all the **North African and Middle Eastern countries**. It rewards the best advertising creations with the famous « Cristal » trophy, and therefore profits from the characteristics which made the success of the Cristal Festival (in Switzerland).

This event has been created as the **First Advertising Festival for the Arabic Countries** and it gathers all the communications actors in the world: advertising agencies, advertisers, producers, directors, media, survey companies, TV producers ... in a series of rich and convivial exchanges.

The ambition of the Festival is to associate creativity and business, and to promote Arabic advertising creativity, it is a real place of exchanges and networking:

- **Competitions:** mixed international juries (Advertisers and Agencies): The creative judgment represents the market demand.
- **The Cristal Lab:** innovation and new talents: Conferences and debates with top speakers from the communication world which explores perspectives on creativity.
- **Networking:** a strategic organization of the Festival program: The organization of accommodation, Lunches and dinners makes meetings and exchanges easier.
- **Frequentation:** creation of real communities of interest: Professionals give every year their suggestions regarding juries and speakers they would like to meet in the Festival, and thanks to this activity the number of participants has increased every year.

The MENA Cristal Festival is held in a very convivial atmosphere, in the Mzaar ski resort in Lebanon.

Furthermore, the competitions in February close the creative year and announce the broad tendencies of the coming international prizes. The « Cristal » rewards the best creations of the year for the different media and are awarded by mixed international juries made up of agencies and advertisers.

The MENA CRISTAL FESTIVAL in a few dates:

2005:

- Creation of the Festival
- Awards Ceremony in Casablanca – Morocco
- **President of the MENA Jury:** **Farid CHEHAB**, Chairman & CCO MENA Region - Leo Burnett

2006:

- **Media Businessman of the Year:** **Antoine CHOUERI**, CEO – CHOUERI Group
- **President of the MENA Jury:** **Jacques SEQUELA**, Chief Creative Officer Worldwide - HAVAS Group
- **Presidents of the Marketing Services Cristal Jury:** **Catherine MICHAUD**, Chairman - K Agency 360 / Chairman - Communication division - HighCo Group / Chairman of the Marketing division - AACC & **Jean-Paul BARADEL**, General Manager - Danone CRM Unit
- **Presidents of the Media Cristal Jury:** **Hernan SANCHEZ NEIRA**, Chief Intelligence Officer - MPG Worldwide & **Christian BARLUET**, Worldwide advertising Director - Renault
- **Presidents of the Cyber Cristal Jury:** **Hervé CUVILIEZ**, Chief Executive Officer - Rapp Collins Paris & **Jérôme DE LABRIFFE**, Senior Manager e-banking - BNP Paribas and President - Interactive Advertising Bureau

2007:

- **Media Businessman of the Year:** **Sheikh Walid BEN INRAHIM AL IBRAHIM**, Chairman - MBC Group
- **President of the Festival:** **Dani RICHA**, COO (MENA) – IMPACT BBDO Group and President IAA – Lebanon Chapter
- **President of the MENA Jury:** **Olivier ALTMAN**, Chairman of the Worldwide Creative Board – Publicis Worldwide & **Hassan KABBANI**, Chief Executive Officer - ORASCOM TELECOM

- **Presidents of the Marketing Services Cristal Jury: Catherine MICHAUD**, Chairman - K Agency 360, Chairman of the communication division - HighCo Group and Chairman of the Marketing division - AACC & **Pierre-Philippe CORMERAIE**, Sales Communication CEO - Caisse d'Épargne
- **Presidents of the Cyber Cristal Jury: Matthieu DE LESSEUX**, Co-President - Duke & **Nicolas WOLIKOW**, International Marketing Manager - Meetic
- **Presidents of the Media Cristal Jury: Susannah OUTFIN**, CEO - Carat Global Management & **Bernard GASSIAT**, Communication Director - CIC and Chief of Administration Officer of Club des Annonceurs
- **Presidents of the Integrated Cristal jury : Tony DAVIDSON**, Executive Creation Director - Wieden+Kennedy & **René VAN DUIJNHOFEN**, Chairman - Beiersdorf

2008:

- **Media Businessman of the Year: Osman SULTAN**, Chief Executive Officer - du
- **President of the Festival: Michael MAEDEL**, Worldwide President - JWT
- **Presidents of the MENA Jury: Milka POGLIANI**, Chairman & Executive Creative Director EMEA - McCann Worldgroup & **Antony LAWRENCE**, Group Director of Marketing - Jumeirah Group
- **Presidents of the Marketing Services Cristal Jury: Ian HAWORTH**, Chairman & Global Chief Creative Officer - Rapp Collins Worldwide & **Morald CHIBOUT**, Marketing Director to the General Public - EDF
- **Presidents of the Cyber Cristal Jury: Stephan BERINGER**, President - Tribal DDB Europe and Global Chief Strategic Officer - DDB Worldwide & **JEAN-ETIENNE BOUEDEC**, E-Marketing Manager - La Française des Jeux
- **Presidents of the Media Cristal Jury: Nikki MENDONCA**, President - OMD EMEA & **Antoine AUTRAN**, Managing Director - Cadbury Europe
- **Presidents of the Integrated Cristal jury : Igor LUTZ**, President & Creative Officer - BBDO Moscow & **Luca MIGNINI**, Senior Vice-President Europe, ANZ& Japan - SC Johnson
- **Presidents of the Production Cristal jury : François CHILOT**, President - Les Producers & Commercial Film Producers of Europe / Founder and President - Young Director Award & **Pierre MARCUS**, CEO - WAM
- **Presidents of the Corporate Cristal jury : Raja TRAD**, CEO - Leo Burnett MENA

2009:

- **Media Businessman of the Year: Edward BORGERDING**, Chief Executive Officer - ADMC
- **President of the Festival: Richard PINDER**, COO - Publicis Worldwide
- **Exceptional Conference: Mikhail GORBACHEV**, Former President of the USSR & Founder of Green Cross International
- **Cristal of Honor: Yann ARTHUS-BERTRAND**, Photographer, Reporter & Director
- **President of the MENA Jury: John MERRIFIELD**, Creative at Large - TBWA\Asia Pacific
- **President of the Promo & Direct Cristal Jury: Alfonso MARIAN**, Executive Creative Director - Shackleton Madrid
- **President of the Cyber Cristal Jury: Nicke BERGSTROM**, Creative Director - Mother NY
- **President of the Media Cristal Jury: Iain JACOB**, CEO - Starcom MediaVest Group EMEA