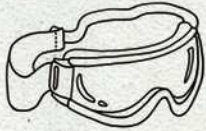


THE MENA
CRISTAL
SURVIVAL KIT



CYBER CRISTAL

AWARDS CEREMONY
WEDNESDAY 3 FEBRUARY 2010
MZAAR - LEBANON

DEADLINE FOR ENTRIES
FRIDAY 23 OCTOBER 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 “**Cyber Cristal**” is to promote the online creation and to institutionalise digital media in its own right.

A **jury composed of the most famous regional 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 digital creativity.

Your visibility:

- **The prize list** permanently visible on the website,
- **The best works** of the prize list will be viewable on the website,
- Showcases and awards ceremonies will **present the best cases and reward the winners**

The Cyber “Grand Cristal” will be eligible for the Festival “Grand Cristal” (best campaign, 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:

Creations shown 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:

A - E-commerce website

- A - 1. Retailer website
- A - 2. Brand website (services, products and comparators)

B - Corporate website (Financial communication, CSR communication, other corporate communication...)

C - Product and/or Event website

- C - 1. Food / Drink / Mass-consumption products / Home product
- C - 2. Automotive / Motorcycle / Automotive product
- C - 3. Insurance / Banking / Financial Service
- C - 4. Service other than Financial
- C - 5. Charity / General Interest
- C - 6. Culture / Entertainment / Games / Sport
- C - 7. Transport / Tourism / Travel
- C - 8. Information Technology / Telecommunications
- C - 9. Distribution (food hyper-market, specialized super-store)
- C - 10. Fashion
- C - 11. Media (television, press, internet, radio...)
- C - 12. Beauty product / Hygiene / Health products (cosmetics, make-up, shampoos, medicine...)

D - “Display” communication

- D - 1. Classical banner (up to 50ko)
- D - 2. Interactive and dynamic banner
- D - 3. Home page customization

E - Viral marketing

- E - 1. Viral mechanism (device and creation, including social network solutions) / Widgets and application
- E - 2. Viral film

F - Mobile marketing (mobile application, sites...)

G - Digital innovation

The Festival Organization can decide to modify a category if necessary



A W A R D S

Several “Cristal” will be awarded:

- The Cyber “Grand Cristal”
- The “Cristal” per category

T H E J U R Y

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

Campaigns will be judged upon 4 criteria: creation, production quality, relevance of the idea and innovation. Each criterion will constitute 25% of the final average.

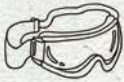
For the awards, each entry registered will make up a long list. After viewing and voting, the short list will be shown to the jury. A joint discussion to decide the awards will follow with the whole jury.

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 23 October 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

- **One demonstration video of 4 minutes maximum: Quicktime** DV PAL 720x576 pixels format (video capture of the site navigation) OR flash format: exclusively SWF
- And/or **One URL link**
- **One 300 words form**, .ppt or .doc format (PowerPoint or Word), according to the following method:
 1. Issue (client's brief, target, etc.)
 2. Objective
 3. Strategy / Relevance
 4. Production / Innovation
 5. Performance (qualitative and quantitative).

Please state your sources. These elements will be screened during the Festival. Be concise.

The campaign should be in English version or with an English translation with an explanation if there is any cultural specificity that needs to be explained.

F E E S



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

Entry fees:

€274 for each Internet website entered (A / B / C)

€222 for each “display” entered (D), each viral marketing creation entered (E), each mobile creation entered (F), each digital innovation entered (G) and environment and sustainable development creation entered (H)

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 digital 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 23 October 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
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Fax: +33 1 47 72 26 36
Mail: lara.krumholz@cristalfestival.com

R U L E S

C Y B E R 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 purpose of the “Cyber Cristal” is to promote the online creation and to institutionalise digital media in its own right.

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.
 - All entries must have been especially created for the Internet or Mobile. Advertising on CD-ROMs is not eligible in the Cyber Cristal competition
 - 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 23th of October 2009.**
- No registration is possible without the prior authorization of the client and/or the ad right holder.
- Any entry should be created for digital media.
- 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.
- 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:

A - E-commerce website

- A - 1. Retailer website
- A - 2 Brand website (services, products and comparators)

B - Corporate website (Financial communication, CSR communication, other corporate communication...)

C - Product and/or Event website

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- C - 2. Automotive / Motorcycle / Automotive product
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- E - 2. Viral film

F - Mobile marketing (mobile application, sites...)

G - Digital innovation



Article 4: Juries and awards

The Jury will be made up of equally agencies and clients.

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.**



Juries will award the following "Cristal":

A Cristal per product category

It awards the best ad of the year, in each category, the one that will obtain the Jury's absolute majority votes.

Cyber "Grand Cristal"

It awards the best MENA digital campaign, all categories included, the one that will obtain the Jury's absolute majority votes.



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

Digital copies, word form and entry forms should be uploaded before **23 October 2009** on:

www.menacristal.com

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.

€274 for each Internet website entered (A / B / C)

€222 for each "display" entered (D), each viral marketing creation entered (E), each mobile creation entered (F), each digital innovation entered (G) and environment and sustainable development creation entered (H)

Means of payment:

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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 Cyber 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.