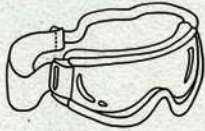


THE MENA
CRISTAL
SURVIVAL KIT



MAGAZINE CRISTAL

AWARDS CEREMONY
THURSDAY 4 FEBRUARY 2010
MZAAR - LEBANON

DEADLINE FOR ENTRIES
FRIDAY 20 NOVEMBER 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 MENA Cristal Festival** will be held from **1 to 5 February 2010** in **Mzaar ski resort (Lebanon)**.

The purpose of the “**Magazine Cristal**” is to promote advertising creativity by setting up a contest for magazine ads published in the past 12 months.

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 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 Magazine “Grand Cristal” will be eligible for the Festival “Grand Cristal” (best ad, all media included).

T H E C O M P E T I T I O N

Participants:

Advertising agencies, producers and clients can participate.

Period:

Magazine ads created and published between **1 December 2008 and 30 November 2009.**

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 magazine ads in the following categories:

A. Product categories:

1. Food, Drink
2. Automobile, Motorbike, Transport
3. Insurance, Banking, Financial Services
4. Services (except financial service)
5. NGO, Great Cause, Charity, Public Interest Campaign
6. Leisure (tourism, sport, games)
7. Media
8. Home, Clothing, Accessories
9. Beauty, Hygiene, Health (cosmetics, make-up, shampoos, medicine...)
10. Luxury
11. Real Estate

The Festival reserves the right to change a category designation if needed

A W A R D S



Several “Cristal” will be awarded:

- The Magazine “Grand Cristal”
- A “Cristal” per category



T H E J U R Y



An International Jury will be made up of **advertising professionals** (general managers, creative directors...), **producers** and **Clients** (general managers, marketing managers, and advertising managers). 50% of the Jury will be regional clients, 25% regional agencies and 25% international agencies (Europe, North America, and Asia). **This will ensure the uncontested & recognition of the prize list, but also the respect and understanding of the cultural aspects.**



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 rules.**

The criteria of the judgment will be the creativity (creative idea, art direction, script, and production). Each criterion will make 25% of the final mark.

ENTRY DEADLINE



The deadline for entering material is set to: **Friday 20 November 2009**

Please fill in **ONE FORM FOR EACH ENTERED AD**. If you wish to enter a campaign, please fill one form for each ad part of the campaign and tick the box “this entry is part of a campaign”.

You can enter your campaigns on our website: 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

- **Upload your campaigns** on www.menacristal.com with the following format: JPG, 72dpi, RVB, 1024 X 768
- OR
- **send your campaigns on a CD** (in JPG, 72dpi, RVB, 1024 X 768), together with the ONLINE entry form duly completed to the following address:

**2C Associés /
MENA Cristal Festival – Magazine Cristal
11/13, rue Salomon de Rothschild
92150 Suresnes
France**

Please, name all ads with the title of the entry.

For impartiality reasons, no agency name should appear on the ad.

The magazine ads should be in English version or translated in English, with an explanation if there is any cultural specificity that needs to be explained.

F E E S



Administration fees: 130 € per society (to be paid only once for each competition)

Entry fees: 220 € per entry

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 details: Société Générale – 2, Avenue du Maréchal Foch – 92210 Saint Cloud - France

IBAN : FR76 3000 3037 6100 0210 4154 058

BIC : SOGEFRPP

→ **Each digital picture 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 20 November 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
M: +33 6 98 12 06 55
Fax: +33 1 47 72 26 36
Mail: lara.krumholz@crisalfestival.com

R U L E S

M A G A Z I N E 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 “Magazine Cristal” is to promote advertising creativity by setting up a contest for magazine ads published in the past 12 months.

Article 2: Conditions for entry

The competition is aimed at advertising agencies, producers and clients.

1. To participate in the competition:

- Magazine ads must be created and published 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.
- A digital picture, for each entry, should be uploaded or sent to the festival office in the following formats: JPG, 72dpi, RVB, 1024 X 768
- Please, explain any specific word play or local, social, cultural or political references.
- Candidates must be able to justify the date of first publishing by providing the media plan or through a media provider proof.

2. No registration can be cancelled or withdrawn from the contest after Friday 20 November 2009.

3. No registration is possible without the prior authorization of the client and/or the ad right holder. As well all registrations should have made improvement by the company manager and financial department.
4. Any entry should be designed for magazine press
5. Any entry should be made in the framework of an agreement, except for great causes, NGO campaigns.
6. The Festival reserves the right to request the whole media plan from participants.
7. To be eligible, any entry should comply with regulations or customs applicable in its country of origin.
8. 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 receipt of the entries.
9. An ad entered in a previous edition cannot be entered again.
10. For impartiality reasons, **no agency name should appear on the ad**.
11. A separate registration form is required for each entry.
12. 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

Product categories:

1. Food, Drink
2. Automobile, Motorbike, Transport
3. Insurance, Banking, Financial Services
4. Services (except financial service)
5. NGO, Great Cause, Charity, Public Interest Campaign
6. Leisure (tourism, sport, games)
7. Media
8. Home, Clothing, Accessories
9. Beauty, Hygiene, Health (cosmetics, make-up, shampoos, medicine...)
10. Luxury
11. Real Estate

Article 4: Juries and awards

The Jury will be made up of equally advertising agencies, and clients. 25% of the jury members will come from international agencies, 25% from regional agencies and 50% from 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 or argue for his own campaign or for the campaign of his agency (nominative vote). **For impartiality reasons, the final vote will be a secret ballot**, and a control committee will be in charge of controlling the good running of the judging and respect of the rules.

Juries will award the following "Cristals":

A "Cristal" for each product category

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

A Magazine "Grand Cristal"

It awards the best magazine ad, all categories included, and the one that will obtain the Jury's absolute majority votes.

The Jury can unanimously decide to not award a Cristal.

Article 5: Selection

No pre-selection will be carried out. All the ads entered in the different categories will be viewed by the Jury.

Article 6: Sending entries

Ad copies should be uploading before **20 November 2009** in the following formats: JPG, 72dpi, RVB, 1024 X 768, together with the entry form duly completed 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 **€130**.

b) Registration fees: 220 € per entry

Each ad submitted in a competition, is considered as a separate submission.

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

Entries cannot be cancelled or removed from the Festival in any way after **each deadline**. The bank fees shall be charged by the entrant company.

Article 8: Submission details

One form should be completed online, per ad entered in the contest

Each digital picture counts as one entry. Entries that constitute one campaign will be registered and paid individually. Ads will officially be candidates when the registration form, duly completed online, and the payment are received by the Festival's organization committee.

The validation of the registration sheet online implies the signer's and possible assigns' acceptance of these rules.

Article 9: Insurance

The Festival will be responsible for the return transport of material 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 organization 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.



2C Associés

www.2c-associes.com
www.cristalfestival.com
www.menacristal.com