



INTEGRATED CRISTAL



DEADLINE: MARCH 10TH 2017

JUDGING SESSION: MARCH 28ST-29ND 2017

SHORTLIST RELEASE: MARCH 28RD 2017

AWARDS CEREMONY: MARCH 30RD 2017

WHY PARTICIPATE?

- 1. Estimate your creative and innovative level*
- 2. Take the opportunity to challenge your team*
- 3. Have the chance to be seen by the advertisers, members of the Grand Jury*
- 4. Develop business opportunities with advertisers*
- 5. Give visibility to your agency and your brands*
- 6. Tackle your work against competitors*
- 7. Get inspiration from local specificities*
- 8. Identify creative or innovative tendencies in the industry*
- 9. Integrate the most prestigious rankings*
- 10. Motivate your team by participating in the juries, attending the festival...*
- 11. Great opportunity of benchmark as a juror*
- 12. Prefigure the future international awards*

CATEGORIES, ELIGIBILITY & JUDGING

The Integrated Cristal rewards campaigns in their entirety, without any media or product category boundaries. Its aim is to showcase the market's most creative and innovative ideas.

1. CATEGORIES

There are no categories in this competition. All the campaigns are judged together regardless of product, industry, service, budget, etc. The idea is everything!

2. ELIGIBILITY

- This award is opened to all international advertising and communication agencies of the APAC region.
- All submitted entries broadcasted to the public between **1st of March 2016** and the **1st of March 2017** are eligible to compete in the Integrated Cristal.
- Only one party should submit an entry. 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 (except for charity/NGO). The client must have paid for all, or the majority, of the entered submission.
- The organization may contact the advertiser related to any submission at the request of the jury at any time during the judging process in order to receive further information about the campaign.

3. JUDGING CRITERIA

- Relevance of the idea
- Coherence of the campaign across the different channels

4. AWARDS

Several "Cristals" will be awarded:

- The "Integrated Grand Cristal"
- A "Cristal" per category (equivalent of gold)
- Sapphires (equivalent of silver)
- Emeralds (equivalent of bronze)

The "Integrated Grand Cristal" will be eligible for the "Festival Grand Cristal".

"Integrated Cristals" (gold winning) will compete for the Advertisers Grand Cristal and Leadership Grand Cristal.

ENTRY REQUIREMENTS

Forms and videos need be completed and uploaded at www.cristal-events.com/register/china

For each entry, please provide the elements below:

MANDATORY

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

- Description of the campaign (context, objectives, strategy, creation)
- Description of the campaign launch and its execution across each media
- Description of the campaign results (quantitative and qualitative)

The form should be completely anonymous; no logo or company name should appear.

2. Upload a **case film lasting a maximum of 2 minutes as .mp4 file**

The presentation should explain the action plan implemented for your campaign (minimum of 3 different media). It should contain visual key elements: videos, pictures or any other relevant element to explain your campaign.

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

Also let us know if there are any restrictions to screenings during the Festival (musical rights, etc.)

Only information mentioned in the registration form will be used. It is, therefore, very 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 at the awards ceremony. Please make sure that the quality is adapted to the festival’s requested standards (image and sound).

3. A short version of 40 seconds maximum

Award-winning videos will be screened in short format at the awards ceremony. If a short version is not provided, at the same time as the official submission, the original version will be used but cut after 40 seconds.

4. Please provide a **screenshot of the campaign.**

VALIDATION & PAYMENT

1. ADMINISTRATION FEES

95 EUR (approx. ¥700) (to be paid once by company and by competition)

2. REGISTRATION FEES

380 EUR (approx. ¥2795) for each entry

3. MEANS OF PAYMENT

> **Online payment with credit card** (CB/Visa/MasterCard/AMEX):

www.cristal-events.com/register/china

> **Bank transfer:**

Account name: Cristal Events – 4bis rue de la Pyramide – 92100 Boulogne Billancourt - France

Bank: BNP Paribas – 15, rue Gabriel Péri – 92320 Châtillon - France

IBAN: FR76 3000 4000 4900 0100 7976 371

BIC: BNPAFRPPXXX

Entries cannot be cancelled or removed from the competition in any way after **March 10th**

After March 10th entry fees will increase by 10%!

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

Only fully 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.

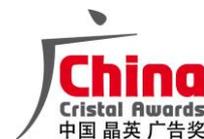
Trophies to be delivered (UPS, DHL...) will be at the agency's charge.

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 scanned proof of payment

CONTACTS



JURIES & AWARDS CEREMONIES

Julien Morales

T +33 1 49 12 07 24

julien@cristal-events.com

COMPETITIONS

Jezabel May

T +33 1 49 12 07 26

jezabel@cristal-events.com

CRISTAL EVENTS

4 bis, rue de la Pyramide

92100 Boulogne-Billancourt

France

T +33 1 49 12 07 10