



CHINESE CULTURE 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

The China Culture Awards aim to celebrate the best Chinese campaigns using Chinese cultural specificities in order to enhance their communication by making it unique and authentic.

The Chinese cultural specificities could be related to the language (words games), the gastronomy, art, the music, the spirituality etc. Ads that are all part of the cultural heritage of the pan-Chinese world are allowed to compete.

A. BRANDED CONTENT

Any content that can be associated with a brand in the eye of the beholder

B. DIGITAL

Web campaigns, online ads, digital innovation, branded games, social networks...

C. MOBILE

Mobile applications, mobile websites, mobile games, IOTs using mobile...

D. FILM

Films created and aired in cinemas or TV

E. FILM CRAFT

Films created and aired in cinemas or TV (production value/artistic direction/dialogues...)

F. ONLINE VIDEO

Films created exclusively for the internet

G. PRESS

Ads created for press and magazine

H. OUTDOOR

Ads created for outdoor billboards

I. PRINT CRAFT

Ads created for press, magazine and outdoor billboards

J. AMBIENT

Ads placed on unusual items or in unusual places

K. RADIO

Spots created for radio

L. INTEGRATED

Implementation of a multichannel campaign (minimum of 3 media)

M. BRAND CULTURE

N. CORPORATE & PR

Campaigns created to connect with various publics using means such as press releases, social media, products and events to facilitate the building and managing relationships

O. DESIGN

Creation and organization of visual artwork used in advertisements for products and services

P. SOUND DESIGN

Process of specifying, acquiring, manipulating or generating audio elements in advertising

Q. PROMO & ACTIVATION

Campaigns designed to create immediate activation and/or promo/offer for the sales of a service or product

R. NGO / PUBLIC INTEREST

Campaigns for Non-Governmental Organizations and for public interest

S. RETAIL

Advertising that promotes local company's and merchandisers' goods and services

An entry may be submitted in more than one sub-category and up to 4 sub-categories.

The "NGO / Great cause / Charity" sub-category cannot compete for the "Digital Grand Cristal".

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

ELIGIBILITY & JUDGING

1. ELIGIBILITY

- This award is opened to all 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 Digital 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.

2. JUDGING CRITERIA

- Strategy and relevance of the idea (30%)
- Innovation (30%)
- Execution (20%)
- Results & effectiveness (20%)

3. AWARDS

Several “Cristals” will be awarded:

- The “China Culture Grand Cristal”
- A “Cristal” per category (equivalent of gold)
- Sapphires (equivalent of silver)
- Emeralds (equivalent of bronze)

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

“China Culture Cristals” (gold winning) will compete for the Advertisers Grand Cristal and Leadership Grand Cristal.

ENTRY REQUIREMENTS



All entries need to be completed and uploaded at www.cristal-events.com/register/china

For each entry, please provide all 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
 - Innovation
 - Efficiency (qualitative and quantitative). Please mention your sources.

The presentation should be anonymous. No logo or company name should appear.

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

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

Entries should be submitted in **English or in a version with English subtitles (mandatory)**. When submitting your entry, please let us know if there are any restrictions to screenings during the Festival (musical rights, etc.).

No logo of the agency should appear in the video.

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

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

3. 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

290 EUR (approx. ¥2150) 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.

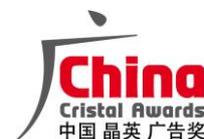
Trophies to be delivered (UPS, DHL...) will be at the agency's charge.

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

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