



FILM 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 in the world*
- 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

An entry or campaign may be submitted in more than one category.

A. PRODUCT CATEGORIES

Films created and aired in cinemas or TV. The maximum length is 180 seconds.

1. Food
2. Drink
3. Automotive / Automotive product / Motorbike
4. Insurance / Banking / Financial service
5. Service activity (except financial services)
6. Telecommunications
7. NGO / Great cause / Charity
8. Public interest
9. Transport / Tourism / Travel
10. Leisure / Entertainment / Games / Sport
11. Retail store (supermarket, fast food, department store, optician, clothing & footwear stores...)
12. Restaurant & fast food outlet
13. Media (Television, Press, Internet, Radio...)
14. Home (Furnishing, decoration, cleaning, equipment)
15. Electronic product (television, mobile phones, DVD, CD and MP3 players, cameras...)
16. Beauty / Hygiene / Health (cosmetics, make-up, shampoo, medicine...)
17. Pharmacy
18. Clothing / Accessories / Textile
19. Miscellaneous (tobacco, pet food...)
20. Luxury goods

B. SPECIAL CATEGORIES

1. Viral Film (films created with the intention of being shared online / precise number of views)
2. Corporate (social and health care campaign, financial campaign, HR campaign...)
3. Brand entertainment & content for TV/cinema
4. Events & screens (films created and aired on screens other than cinema, TV or the Internet. Ex. mobile phones, outdoor screens...)
5. Environment and Sustainable Development

*Self-promotion campaigns cannot be entered in this category.
The "NGO / Great cause / Charity" sub-category cannot compete for the "Film Grand Cristal".
The Festival reserves the right to modify a sub-category designation if needed, at any time.*

ELIGIBILITY, JUDGING & ENTRY REQUIREMENTS

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 Film 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/public interest). 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

Creativity and relevance of the idea.

3. AWARDS

Several “Cristals” will be awarded:

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

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

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

4. ENTRY REQUIREMENTS

Films need to be uploaded online on www.cristal-events.com/register/china

Format: **.mp4** (maximum length: 180 seconds) – no logo of the agency is permitted!

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

Only information mentioned on the registration form will be used. The information will be published in the festival’s communication material: catalogue, press, website etc...

The material uploaded by participants will be screened to the jury at the judging sessions and at the award ceremony. Please make sure the quality is adapted to the festival’s requested standards.

VALIDATION & PAYMENT

1. ADMINISTRATION FEES

80 EUR (approx. ¥590) (to be paid once by company and by competition)

2. REGISTRATION FEES

135 EUR (approx. ¥1000) for each video (for a campaign each video needs to be entered separately)

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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