



S P H I N X
A W A R D S

**BRAND ENTERTAINMENT
& CONTENT CRISTAL**

Deadline: April 24th 2017

JUDGING: MAY 9TH-10TH 2017
AWARDS CEREMONY: MAY 11TH 2017 – MARRAKESH, MOROCCO

Registration: www.cristal-events.com/register/

www.menacristalfestival.com

WHY PARTICIPATE ?

- 1. Estimate your creative and innovative level locally and regionally*
- 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. Prefigure the future international awards*

THE CONTEXT

The objective of the Sphinx Awards, organized by Cristal Events, is to celebrate the best of advertising creativity and communications over Egypt.

PURPOSE

- Encourage the creativity,
- Award the best campaigns every year,
- Promote agencies' creativity and innovations,
- Give access to regional competitions.

THE JURY

- The Jury is made of local creative directors and managing directors of the best Egyptian and international agencies
- Members of the Jury can't vote for their own campaigns.

JUDGING CRITERIAS

Strategy and relevance of the idea

Efficiency and coherency of the media distribution and content platforms

Execution

Performance and efficiency (including the capacity to generate earned media)

ELIGIBILITY

- The competition is open to all advertising and communication agencies, production companies and advertisers of Egypt. All submitted entries released to the public between **January 1st 2016** and **January 15th 2017** are eligible to compete in the Sphinx Awards.

- Only one part has to submit an entry. Thus, the agency, production company and advertiser have to agree in advance. If the same entry is submitted twice, only the first entry will be accepted.

- All entries must have been made for a real client. The client must have paid for all or the majority of the entered submission (except for charity/public interest).

- 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 ask questions about the campaign.

CATEGORIES

1. Fiction cinema

Fiction films created and released in cinema

2. Fiction TV

Series, mini-series, comedies, dramas created for television, including Canal+, Netflix, Amazon Prime...

3. Online fiction

Online films or series created exclusively for the internet or social platforms

4. Non-fiction film

Non-fiction films created and released in cinema

5. 10 minutes online non-fiction or under

Online content created exclusively for the internet or digital platforms

6. 10 minutes online non-fiction or over

Online content created exclusively for the internet or digital platforms

7. 10 minutes online fiction or under

Online content created exclusively for the internet or digital platforms

8. 10 minutes online fiction or over

Online content created exclusively for the internet or digital platforms

9. Brand or product integration into an existing programme or platform

TV, film, mini-series, music video, web series, digital...

10. Brand or product integration into a feature film

Cinema, DVD releases and online

11. Best use or integration of experiential events

Creative positioning of a brand using events, festivals, installations, flash mobs... focusing on people's experience

12. Best use or integration of gaming

Online games, mobile, PC, consoles, apps...

13. Best use or integration of user-generated content

14. Best use or integration of music

Music in brand content, brand integration into music distribution or promotion

15. Best use or integration of offline media (print, outdoor...)

Magazine, book, publication...

16. Best use or integration of digital or social media

Branded social media, websites, mobile apps...

17. Best integrated content campaign

Minimum of three different media

18. Best use of innovative distribution channels

19. Best product launch

20. Best brand building

21. Best brand culture

ENTRY REQUIREMENTS

Entries have to be uploaded online at www.cristal-events.com/register/

MANDATORY

1. A **2 minutes case study**: .mov H264 1080p (1920x1080) file (indicate the length) – no logo of the agency is permitted!
2. A **300 words form**, in .doc format (Word), explaining the following points:
 - Context (advertiser's brief, target, etc.)
 - Objective
 - Strategy / Relevance
 - Production / Innovation
 - Performance (qualitative and quantitative)

Please list your sources.

Entries should be submitted in **English or with English subtitles (mandatory)**. Please also include any necessary explanations if there are any cultural specificities that need to be clarified. The material sent by participants will be screened to the jury and during the awards ceremony. It is, therefore, essential the material to be in optimum quality.

Optional (but strongly advised)

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

Winning videos will only be broadcasted in short format at the award ceremonies. If a short version is not submitted at the same time as the official registration, the original version will be used but cut after the first 40 seconds.

AWARDS

Several "Cristals" will be distributed:

1. The "Brand Entertainment & Content Grand Cristal"
2. A "Cristal" per category (equivalent of gold)
3. Sapphires (equivalent of silver)
4. Emeralds (equivalent of bronze)

By entering Egyptian Sphinx Awards you automatically compete in MENA Cristal Festival and African Cristal Festival without additional fees.

VALIDATION & PAYMENT

Administration fees

\$95 exc. VAT (to be paid once by the company)

Registration fees

\$295 exc. VAT for each submission

Means of payment:

- You can pay by **credit card** (CB/Visa/MasterCard/American Express) online:

www.cristal-events.com/register/

- You can also pay by **bank transfer**:

Account name: Cristal Events – 4bis rue de la Pyramide – 92100 Boulogne - 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 Festival in any way after **January 16th**
- You should pay all costs or your entries will be turned down
- Bank fees are at the agency, production company, advertisers' charge
- All registrations made until the end of the process (validation to payment) will be considered as due and the agency will receive an invoice corresponding to the finalized entries
- 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

The 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
Please send a bank transfer proof of payment

CONTACTS

Juries & Award Ceremony

Julien MORALES

Tel: +33 1 49 12 07 24 / M: +33 6 66 63 60 75

Email: julien@cristal-events.com

Award Coordinator

Anna AVERKIEVA

Tel: +33 1 49 12 07 23

Email: anna@cristal-events.com

Paris Festival Office

4bis rue de la Pyramide

92100 Boulogne - France

Tel: +33 1 49 12 07 10

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