



S P H I N X

A W A R D S

EFFECTIVENESS 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

- Creativity and relevance of the idea (25%)
- Strategy (25%)
- Results (50%)

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.

ENTRY REQUIREMENTS

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

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:
 - **Description of the campaign:** context, strategy, design. Please include: development of client loyalty, client retention, winning clients, client value increase, traffic to point of sale, network promotion, product or service launch
 - **Description of the campaign launch** through each media
 - **Description of the results** (quantity and quality)

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

2. 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.

3. **Additional material:** You may provide us with additional material that you consider useful for the understanding of your case (packaging, images etc...).

Please send it by mail at the following address and stick the corresponding registration form on it.

4. You need to send a **40 seconds edit of the campaign** for the awards ceremony in case of a win.

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

AWARDS

Several “Cristals” will be distributed:

1. The “Effectiveness 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

\$240 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

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