



**S P H I N X**  

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**A W A R D S**

**PROMO & DIRECT**  
**CRISTAL**

***Deadline: April 24<sup>th</sup> 2017***

***JUDGING: MAY 9<sup>TH</sup>-10<sup>TH</sup> 2017***

***AWARDS CEREMONY: MAY 11<sup>TH</sup> 2017 – MARRAKESH, MOROCCO***

***Registration: [www.cristal-events.com/register/](http://www.cristal-events.com/register/)***

**[www.menacristalfestival.com](http://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  
Strategy  
Execution  
Results

## 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 1<sup>st</sup> 2016** and **January 15<sup>th</sup> 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**

### **A. GLOBAL CATEGORIES**

1. Client loyalty (CRM, fidelity programs...)
2. Client acquisition
3. Drive to store/ to e-shop
4. Point of sales/e-commerce animation
5. Member to member (patronage, sponsorship, viral marketing)
6. Social network client relationships (creation/animation of client communities via Facebook, Twitter, etc.)
7. Client contact via mobile communication (mobile and/or digital tablets applications, .apps ...)
8. Relationship with youth market
9. Marketing action to premium client
10. Best use of merchandising/in-store marketing
11. Best use of broadcast in a promotional campaign (tv, cinema, radio)
12. Best use of print, classic outdoor in a promotional campaign (poster, magazine, insert...)
13. Best use of ambient in a promotional campaign
14. Best use of digital in a promotional campaign (websites, banners, email marketing...)
15. Best use of other digital platforms in promotional campaigns (MMS, games, branded content...)
16. Best use of direct marketing
17. Best use of direct marketing led by digital & social
18. Best use of direct marketing led by mobile
19. Best use of promo & activation
20. Best use of promo & activation led by digital & social
21. Best integrated campaign led by direct marketing (minimum of 3 different elements)
22. Best integrated campaign led by promo & activation (minimum of 3 different elements)
23. Best use of internet of things
24. Best technological innovation

### **B. PRODUCT & SERVICE**

1. Consumer goods (food, drink, rice, cosmetics, vitamins...)
2. Automotive / Motorbike
3. Home ((Furnishing, decoration, cleaning, equipment)
4. Insurance / Banking / Financial service
5. Telecommunication 3
6. Entertainment / Travel / Tourism
7. Retail / e-Commerce

8. Media
9. Public interest
10. NGO / Great cause / Charity
11. Healthcare / Pharmacy
12. Restaurant & fast food
13. Miscellaneous (tobacco, pet food...)
14. Corporate (social and health care campaign, financial campaign, HR campaign...)

## ENTRY REQUIREMENTS

Entries have to be uploaded online at [www.cristal-events.com/register/](http://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 "Promo & Direct 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**

**\$215 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/](http://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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### Award Coordinator

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