

Méribel ad festival

8TH SUMMIT MEETING

12/17 Dec. 2008

MEDIA CRISTAL

Entry deadline:
FRIDAY 24TH OF OCTOBER

Awards Ceremony in Méribel:
FRIDAY 12TH OF DECEMBER

www.meribel-adfestival.com

With the official and exclusive partnership



INTRODUCTION

In the success of a campaign, quality contact is a factor as deciding as the content of the message.

The Media Cristal rewards the contribution of a media strategy to originality, creativity and performance of a campaign.

THE COMPETITION

Celebrating major Media ideas

Participants:

Advertising agencies and clients

Territory:

All European countries

Period:

Campaigns designed and broadcasted between **1st December 2007 and 30th November 2008**

THE CATEGORIES

A. Awards per category

- A-1. Food products / drinks / mass consumption products
- A-2. Automobile / automotive products
- A-3. Banking / credit establishment / insurance
- A-4. Services (other than financial)
- A-5. Great Causes / Public interest
- A-6. Media / Culture / Leisure
- A-7. Transport / Tourism
- A-8. Beauty / hygiene / health products

B. Awards per target

- B-1. Youth (up to 18)
- B-2. Men
- B-3. Women

C. Special category

- C-1. Launch campaign
- C-2. Environment and sustainable development

A campaign can be registered in two categories: Launch campaign and/or Environment and sustainable development. Self promoting campaigns cannot enter the contest. The Great Cause category cannot compete for the Grand Cristal. The Great Cause category cannot compete for the Grand Cristal.

PRIZES

- « Cristal » per product category
- « Cristal » per target
- The launch campaign « Cristal »
- The « Environment and sustainable development» Cristal
- The « Grand Media Cristal »

The « Grand Media Cristal » will compete for the Grand Cristal (all Media).

AWARD CEREMONY

In order to better identify the issues and the stakes of media strategies, the award will be given during a « Show Case » conference, Friday 12th December of 2008.

Winning campaigns will be analyzed publicly by every member of the jury.

The goal is to understand why a campaign won !

THE JURY

The jury will be made up of media agencies and clients (general managers, marketing managers etc.) from the EMEA region.

Members of the Jury will focus on the effort given by the agencies to generate consumer contact that is both innovative, engaging, inclusive and efficient.

Campaigns will be judged according to three criterions:

- **Creative idea:** its relevance, its originality and its performance,
- **Media Strategy:** its innovative nature and its adequacy to target,
- **Performance:** the proven efficiency of the system (qualitative and quantitative).

No preselection is done. The Jury sees all campaigns received.

A member of the Jury cannot express or vote for his own campaign (agency or client).

For impartiality reasons, the final vote will be a secret ballot.

MATERIAL REQUIREMENTS

The deadline for application forms is set to **Friday 24th of October 2008.**

Please complete the online registration form for each entry at the following address:

www.meribel-adfestival.com, in the competition tab, from 15 September 2008.

Only the information mentioned on the registration form will be used. **It is therefore very important that the form be properly and fully completed. The information will be published in all our communication tools:** catalogue, press, web site ...

The material sent by participants will be broadcasted to the jury in session, at the award ceremony, as well as on the viewing units (set up at the Cristal Business Club, allowing all festival participants to view the contest work, Young Filmmaker forum films, producers' demo tapes, etc.). Therefore, it is essential that the quality of the material be optimum (image and sound).

TECHNICAL INFORMATION

Following information should be registered online: www.meribel-adfestival.com

1) A page of 300 words maximum (document in Word format), **written in English** according to the following approach:

- Issue (client's brief, target...) and purpose
- Strategy, creation and means implemented
- Efficiency (qualitative and quantitative). Please mention your sources.

2) An audio-visual presentation in QUICKTIME 720x576 codec DV PAL or Flash video format : SWF (no .EXE), with a maximum time of **4 minutes**. The presentation should explain the system implemented for your campaign and should include key visual elements : videos, frozen images or any other appropriate information.

*For good understanding of your campaigns by the Jury, we advise you to provide an **English version or a French version subtitled in English.***

3) Additional material: You can send us by mail any useful material (for a better understanding of your case), please do this in a limited manner (packaging material, pictures...), number the information you send and write them on the registration form.

REGISTRATION FEES

The **handling costs** per company amount to EUR 170 before taxes (paid once).

Registration fees in the amount of:

- EUR 286 before taxes per campaign,
- EUR 286 before taxes per campaign in the special category (launch product campaign and Environment and sustainable development).

Any file received after **Friday 24th of October 2008** will be subject to a **10 % increase**.

No registration can be cancelled or changed after this deadline.

**Registrations, technical information and payments must be done online at the following address:
www.meribel-adfestival.com**

The entries will be accepted on:

- the validation of the entry completed online
- the validation of the uploaded campaign
- the delivery receipt of the additional material
- Payments receipts of administrative fees & registration fees

Deadline: Friday 24 October 2008

Contact:

**MERIBEL AD FESTIVAL
2C ASSOCIES
MEDIA CRISTAL
Armelle SEMAT
11-13, rue Salomon de Rothschild
92150 Suresnes
France**

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Mail: armelle.semat@2c-associes.com

RULES: THE MEDIA CRISTAL

Article 1: Introduction

The 8th Méribel Ad Festival will be held from 12th of December to 17th of December 2008.

The purpose of the « Media Cristal » is to recognise the contribution of a media strategy to the success of a campaign.

The Jury will reward original, engaging and efficient strategies ... in one word, exemplary.

Article 2: Participation terms

1- The contest is opened to all agencies and clients.

2- Agencies and clients are pleased to send the original messages they designed, produced and broadcasted between **1st December 2007 and 30th November 2008**.

3- **In no case a registration can be cancelled or removed from the contest after Friday 24th of October 2008.**

4- No registration can be done without the authorization of the client and/or the film right holder.

5- Any entry should be made in the context of an agreement, except for great causes, NGO campaigns...

(The Festival reserves the right to request the whole media plan from participants).

6- To be eligible, any entry should comply with regulations or customs applicable in its country of origin.

7- One entry can only be entered by one company (agencies, advertisers, producers). The parties should agree before registering. In the event one entry is entered by two different companies, the organizers will use the date of receipt of the entries.

8- A film entered in a previous event cannot be entered again.

9- For impartiality reasons, no company name should appear on the entries.

10- A separate registration form is required for each entry.

11- Only the information mentioned on the registration form will be used. It is therefore very important that the form be properly and fully completed. The information will be published in all our communication tools: catalogue, press, our web site ...

Article 3: Contests

Agencies or clients may enter their creations per category, per target or in the special category listed below :

A. Product category

A-1. Food products / drinks / mass consumption products

A-2. Automobile / automotive products

A-3. Banking / credit establishment / insurance

A-4. Services (other than financial)

A-5. Great Causes / Public interest

A-6. Media / Culture / Leisure

A-7. Transport / Tourism

A-8. Beauty / hygiene / health products

B. Target

B-1. Youth (up to 18)

B-2. Men

B-3. Women

C. Special category

C-1. Launch product campaign

C-2. Environment and sustainable development

Article 4: Juries

The Jury will be made up equally, of **advertising professionals** (general managers, creative managers...) 6

and **clients** (general managers, marketing managers, advertising managers).
The Jury reserves the right to change the registration category if it seems useful.

Article 5: Material

Technical elements must be uploaded on our website.

1) A page of **300 words maximum** (document in Word format), **written in English** according to the following model

- Issue (client's brief, target...) and purpose
- Strategy, creation and means implemented
- Efficiency (quality and amount). Please mention your sources.

2) An audio-visual presentation in **QUICKTIME 720x576 codec DV PAL or Flash video format : SWF** (no .EXE), with a maximum time of **4 minutes**. The presentation should explain the system implemented for your campaign and should include key visual elements : videos, frozen images or any other appropriate information. *For good understanding of your campaigns by the Jury, we advise you to provide an **English version or a French version subtitled in English**.*

3) **Additional material** : You can send us any material which seem useful for understanding your case, please do this in a limited manner (packaging material, pictures...). Please number the information you send and write them on the participation form.

Caution :

2C Associés declines any liability for any theft or deterioration of submitted material.

Only the additional material can be returned to the participant, at its costs. If the request is not made by 1st February of 2009, the material will be kept by the Festival organisers.

Article 6: Registration costs

a) The handling costs per agency (for 1 or more campaigns entered) are EUR 170 before taxes i.e. EUR 203.32 all taxes included (19.6% VAT).

b) The Registration fees are :

- EUR 286 before taxes per campaign i.e. EUR 342.06 all taxes included (19.6% VAT),
- EUR 286 before taxes per campaign for the special category i.e. EUR 342.06 all taxes included (19.6% VAT)

Article 7: Awards

Cristals per product category

Campaigns entered in the contest are rewarded per product category, ordinarily by the Agencies committee and the Advertisers committee. Some categories can receive no award on the Jury's decision.

« Cristals » per target

Campaigns entered in the contest are rewarded per target, ordinarily by the Agencies committee and the Advertisers committee. Some categories can receive no award on the Jury's decision.

Launch campaign « Cristal »

The launch campaign Cristal rewards the best Media launch campaign among the campaigns entered in the contest. The campaign is judged ordinarily by the Agencies committee and the Advertisers committee.

The « Environment and sustainable development » Cristal

The « Environment and sustainable development » Cristal rewards the best campaign in that field.

The « Grand Media Cristal »

The « Grand Media Cristal » rewards the best Media campaign among those previously rewarded.

NB : Great Causes and Public Interest campaigns cannot enter the « Grand Media Cristal » contest.

Article 8: Sending entries

All material entered in the Festival should be made online by **24th of October 2008** together with each registration form and payments (without omitting VAT). Additional material should be sent by mail at the following address:

Méribel Ad Festival / Media Cristal

2C Associés / 11-13, rue Salomon de Rothschild - 92 150 Suresnes - France

The material should be sent at the applicant's costs with the statement: "no commercial value– for cultural use only".

The quality of the entries will have to be checked.

Article 9: Insurance

The Festival handles the transport of the material from Paris to Méribel (return trip).

At the end of the Festival, the material is kept by the organisers for filing purposes.

Article 10: Legal considerations

The copies of the ads are transferred to the Festival free of charge for presentation purposes exclusively, throughout the whole duration of the event. The Festival management will determine the order, dates and number of presentations of each entered ad. Such choices may not be disputed. The participation of agencies, advertisers and producers implies their acceptance of the rules and the jurys' decisions and authorises the Méribel Ad Festival to present publicly, for educational or promotional purposes, the reproduction and representation of the ad in the Festival catalogue's publications, in the press, on TV or others.

The Festival reserves the right, as needed, exceptionally to change these rules at any later date.



2C ASSOCIÉS

2C Associés - 11/13, rue Salomon de Rothschild - 92150 Suresnes
www.2c-associes.com

Méribel Ad Festival - 12/17 December 2008

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The Méribel Ad Festival wishes to thank :



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