



The Festival of Media MENA Awards 2017

Terms and Conditions

C Squared Networks Ltd. is the sole and rightful owner of the Festival of Media MENA Awards to be held in Dubai, United Arab Emirates, on 26 April 2017. The Terms and conditions (T&Cs) shall apply to the Festival. By entering the Awards (which occurs by submission of complete entries to the C Squared Networks Ltd entry system), the Entrant Companies agree to be bound, and abide, by the T&Cs. C Squared Networks Ltd. has an absolute discretion to amend the T&Cs from time to time, with the applicable version of the rules to be as that published on the following website: <http://awards.festivalofmedia.com/mena/>

1. Eligibility

The Festival of Media MENA Awards is open to all those involved in advertising and communication – for example but not limited to: media agencies, their global and regional headquarters and their local operations; local and global media owner companies – from newspaper and magazine publishing groups to the pure-play digital brands, and from out-of-home businesses, cinema networks, mobile network operators and online retailers; specialist agencies such as out-of-home networks, specialist digital agencies; ad tech agencies; social network apps developers; mobile agencies; content creators and managers (e.g. production companies, right holders, music businesses and sports specialists); research business and consumer insight companies; industry associations and related organisations; full-service creative agencies; marketing and media directors at client companies.

The competition is open to all countries in MENA region (Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Yemen, United Arab Emirates, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia, Armenia, Azerbaijan, Djibouti, Mauritania, Somalia, Sudan and Western Sahara). Agencies based outside MENA may participate as well on the basis that their work was created for and implemented in the MENA region. Likewise, agencies from MENA may submit work that has run globally.

Eligible campaigns must have run between 1 January 2016 and 31 December 2016.

All entries must have been made within the context of a normal paying contract with a client, except in case of charitable clients or organisations.

All entries must have been produced with the full knowledge of the trademark/copyright owner of the product or brand advertised.

The entrant must have the permission from the client to enter the campaign into the awards. C Squared Networks Ltd reserves the right to check with the client if the permission has been given.

Entries cannot be withdrawn after 12 February 2017.

The work has been submitted exactly as published/aired/released and must not be modified for the awards entry.

Entries that have infringed any of their country of origins' voluntary or regulatory codes of practice are not eligible. Entrants should withdraw their work should an infringement arise.

The work is not speculative or conceptual advertising, and has not been banned or withdrawn from airing.

C Squared Networks Ltd may in its absolute discretion and at any time refuse to allow entry into the Festival, or withdraw an entry, those Entries which:



- a. breach laws, regulations or industry recognised codes of practice;
- b. offend national sentiments, religious sentiments or public taste;
- c. do not meet the Festival's campaign eligibility rules (ie. the campaign must be aired, launched or been released to the public for the first time between 1 January 2016 and 31 December 2016) and / or
- d. in any other way contradict the Rules

2. Entry Requirements

All entry forms must be completed online at <http://menaawards.festivalofmedia.com/>

There are no limits to the number of categories a single campaign can enter, as long as the campaign is relevant to the category. However, entrants must pay for each entry.

All written submissions should not include entering company names or any contributing creative companies.

The entry submission will only be confirmed when all parts have been fully completed. The information on the entry can be changed up until the closing date, even after payment has been made.

For all entering categories all entrants will need to provide:

- **Entering company**
The entrant company is the business that submits an entry for the consideration of the festival. In the case of the entry being shortlisted, this is the company being named on the shortlist. In case of winning an award, the entrant company is the entity receiving the trophy. There can be only one entrant company. Any other companies which have been significantly involved in the work should be credited in "other credit".
- **Entering country**
The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named on the shortlist.
- **Entry title**
This is the name given to the entry for a certain campaign that was launched or aired. In the case of the entry being shortlisted this is the title used in publication. The entry title should be the same over different categories for the same campaign.
- **Brand/Advertiser**
The brand/advertiser is the client for which the work has been done for. This will be the name in the publication of the shortlist in case of an entry being shortlisted.
- **Industry the brand belongs to**
This is the sector the advertiser is part of. For example automotive, FMCG, healthcare or luxury
- **Dates of the activity**
This should comply with the eligibility dates of the festival (if a campaign exceeds this period, a minimum of two thirds falls within this window).
- **The markets covered**
Country markets in which the campaign had been implemented.
- **A list of team members who should be credited**
- **A list of all agencies who should be credited**
- **A client contact**
- **Two images showing the activity in progress**
- **A write up to explain the objectives, insight, strategy, execution and results**
- **Media budget for the campaign**



Only shortlisted entrants will be required to submit a two minute case video for final judging (this is important because it will be the main element used in the final round of judging).

The organisers of the Festival of Media MENA Awards reserve the right to request a full media schedule from each entrant company to verify accuracy.

Each entry should be submitted in English.

Information in the entry form will remain confidential until the end of the first judging round. C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.

3. Creative Material Requirements

Images

You can upload up to two images of the campaign in action the following to support your entry. For example, a screen shot from a video or web activity, copy of a press/outdoor advertisement, image of an event in progress, image of an ambient advertisement, etc. Please note: presentation/picture boards will not be accepted.

Image specifications: format: jpeg 300 dpi, RGB; each image must not exceed file size 10MB.

All creative must be sent in a digital format and uploaded onto the entry website.

Please ensure high quality images are submitted or winners will be asked to re-submit material

Creative submissions must not include entering company names or any contributing creative companies.

Videos

ONLY shortlisted entries will be asked to provide more information for the final jury, in the form of a video highlighting the campaign's success. Entries for which no video is provided will not be disqualified, but may be at a disadvantage in the final judging.

Videos must not include entering company names or any contributing creative companies.

Videos must be in English or have English subtitles.

Please note that in addition to the judging room we may be running these videos during the conference. If your entry wins, we may play these videos as well at the Awards ceremony. If you do not wish your video to be played at the conference, or at the ceremony please notify us when submitting it.

More details of the specification of the video will be provided nearer the time. Videos not provided by the deadline given may not be considered for judging.

Note for Shortlisted and Winners:

Information in the entry form will remain confidential until the end of the first judging round. C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.

4. Confidentiality

Information in the entry form will remain confidential until the end of the first judging round. C Squared Networks Ltd. reserves the right to reproduce submitted material and summaries of entries for its other events and publications.



This includes using all or part of the data or details in the submitted material for C Squared Networks Ltd. other events and publications.
By entering into the awards, you allow lending or borrowing by the organisers once the shortlist has been announced.

5. Judging

A jury of unparalleled diversity, knowledge, skills sets and expertise will judge the Festival of Media Awards, formed from regional network CEOs, clients with worldwide and regional responsibilities, creative industries, independent agencies and media owners.

Through an online judging process, entries will first be reviewed and scored, leading to a shortlist of the best scoring entries*.

Within each entering category, campaigns will be weighted as follows:

Insight = 25%

- Understanding of the marketing challenge
- Understanding of the brand challenge
- Understanding of market
- Consumer insight
- Brand insight

Strategy = 25%

- Innovative and creative media planning
- Innovative and creative channel selection
- Media cut through/stand out
- Innovative solution to media challenge

Execution = 25%

- Creative standout/cut through
- Coordination of execution across channels
- Coordination of execution across borders if applicable
- Creative leadership

Results = 25%

- By media coverage and frequency
- Resonance of message
- Against specific business objectives

C Squared network shall have the absolute discretion to make amendments to the judging rules as necessary to add clarity or resolve any ambiguity.

The decision of the Jury in all matters relating to the awarding of prizes will be final and binding.

C Squared Networks Ltd shall have absolute discretion in determining any ambiguity of the T&Cs or any dispute regarding the interpretation of the T&Cs, whether a correction is necessary to ensure the accuracy and integrity of the Festival of Media MENA Awards, and to make such amendments to the T&Cs as are necessary to add clarity or resolve any ambiguity.

The shortlist will be announced on 15 March 2017.



The Jury will meet prior to the opening of the Festival of Media MENA, to choose the winners.

6. Awards

There are 23 categories that are available to enter across four sections: Media, Technology, Content and Insight.

There are further 'Grand Prix' awards to be awarded by a best performance point system.

All the categories may be rewarded Gold, Silver or Bronze (with the exception of the Grand Prix, where only one winner will be rewarded on each non-entering category).

The winners of Festival of Media MENA Awards 2017 will be announced on Wednesday 26th April 2017 in Dubai as part of the Festival of Media MENA conference. Results cannot be disclosed until the official announcement.

7. Grand Prix Awards

'Grand Prix' awards are awarded by a best performance point system, **with bonus points given for diversity in work, clients and offices.**

The following Grand Prix Awards will be announced at the award show:

Campaign of the Year

A campaign shall mean a coordinated series of linked, single or multi-channel executions of the same creative idea or theme.

Agency of the Year

An agency shall mean a single office of a media agency, e.g. Mindshare UAE or OMD Egypt.

Agency Network of the Year

An Agency Network shall mean a group of a media agencies, with offices around the globe sharing the same network name in their name a, e.g. Mindshare or OMD.

Sharing Points

In order to ensure a fair distribution of points, credited companies will be considered to be awarded points if they played a significant role in planning and executing the campaign. Main key is the involvement in the media work. Please note this will not be taken into account for the Campaign of the Year. Bonus points won't be split.

If a shortlisted or winning entry has been credited to more than one company, the points awarded to the entry might be divided equally or given to the credited agency, depending on following scenarios:

- a) The main entrant is a media owner, client, ad tech, PR agency, creative or any non-media related company:
 - a. The full points will go to the credited lead media agency if there is only one media agency listed.
 - b. The points will be divided equally, if there is more than one lead media agency credited, and given to the media agencies credited.
- b) The main entrant is an independent media agency:



- a. The points will be split equally between the entrant company and the credited lead media agency/ies.
- c) The main entrant is from the same network and/or agency media group as the credited lead media agency
 - a. The points will be split equally between the entrant company and the credited lead media agency/ies.
- d) The main entrant is a media agency:
 - a. If a media owner, client, ad tech, PR agency, creative or any non-media related company are credited, the entrant company will receive full points.
 - b. If an independent media agency is credited as lead media agency, the points will be split equally between the entrant company and the credited independent media agency.
 - c. If a media agency from a different network has been credited, the points will be split equally between the significant media agencies.

8. Disqualification

C Squared Networks Ltd. reserves the right to disqualify any entries that do not adhere to the entry guidelines, e.g. any entries that do not fit the eligibility criteria, are considered as scam, or falls outside the eligibility period. Any decision to disqualify will be final.

If an entry needs to be withdrawn based on breaking the rules and not adhering to the entry guidelines, entries will be non-refundable after the official final deadline.

9. Fees

Entries submitted and paid for on or before 2 February 2017 will cost £310 GBP.

Any entries submitted and paid for after 2 February 2017 will cost £345 GBP.

For UK participants only, VAT will be applied.

With using the entry system, the entrant company agrees to oblige to the T&Cs. For every completed entry Squared Networks Ltd. reserves the right to remove any entry from the competition if full payment hasn't been made.

Please note your payment will be processed in GBP.

For entry payments under £2,000 GBP: payment must be made online by credit card (Visa, Mastercard, JCB, Solo, Maestro and AMEX). Cheques are not accepted.

For entry payments over £2,000 GBP: payments can be made by credit card or invoice (please have a PO number ready if required). All entries must be paid for by Sunday 17 of February 2017 unless otherwise agreed in writing between the Award entrant and C Squared Networks Ltd.

C Squared Networks Ltd reserves the right to charge an admin fee of £50 if manual invoices are requested or required on award entries totalling less than £2,000.

If you wish to pay offline, please get in touch with the following details:



- Reference number of each of your entries (you may find this number next to each entry under the 'Current submissions' section)
- Company name and address
- Finance contact (name and email address)

All completed entries registered on the Awards submissions site when the site is closed on 12 February 2017 will be judged and must be paid for. Entries may be withdrawn after the final deadline, however will not be eligible for a refund. Entries that have been completed will become liable to payment, even if deciding to withdraw from the festival.

All Festival of Media Awards entries cancellations requests before the 12 February 2017 are refunded at the discretion of the C Squared Networks Ltd. Management and will occur an admin fee of £50.

We can only take payments by credit cards in £ GBP.

Entrant Companies must comply with the T&Cs in full. C Squared Networks Ltd. Management will not provide any refund to any entrant company whose entry fails to comply with the T&Cs (including, for the avoidance of doubt, the rules which set out the conditions for eligibility for an entry).

10. Credits

The original entrant is responsible for the credits provided (i.e. entering company, country, campaign title etc.) and has to ensure that all involved parties are credited correctly.

After the entry system is closed, no more changes can be made to the entrant company. In exceptional cases based on substantial changes in the entrant company (such as name or internal structural change) C Squared Networks Ltd reserves the right to amend the entrant company if seen as necessary to represent the entrant correctly. However in no case can the entrant be replaced by another company.

Once the shortlist is announced there is a five working day window for any credit change requests belonging to the "other credit" section. After the five working days period, all information on the shortlist will be considered final and no further information or request for credit amendments will be considered.

11. Trophies

Please note that all trophies must be collected at the awards ceremony. If the agency or the client are unable to attend the winners' announcement on 26 April 2017 in Dubai in order to collect the trophy, an admin fee and extra shipping costs will apply*.

Collecting your trophy at the Festival of Media Awards

On-site trophy collection by the winners or representatives of the winners is free of charge. Any shipment costs that occur from the delivery of the collected trophies to the winning offices will be covered by the winners or representatives of the winners who collect the trophies onsite. Those who collect the trophies on-site will be requested to provide their contact details to the C Squared team. For the collected trophies on-site, C Squared does not take any responsibility for trophies that might be damaged during their delivery to the winners' offices.

*Uncollected trophies

Winning entrants who do not collect their trophies during the winners' announcement have to arrange a courier to pick up the trophy at the C Squared Networks Ltd offices after the event. All delivery fees incurred for this will need to be paid by the entrant company. Winning entrants will be contacted to provide C Squared with a pick up address and the correct contact person for uncollected trophy pick-ups. Uncollected trophy deliveries might be processed separately to any duplicate trophy orders and deliveries.

Duplicate trophies



Duplicate trophy orders are available after the winners' announcement. Entrants, credited companies and clients can request trophy duplicates here.

Trophy specifications and pricing

- Gold trophy mirror finish, 160mmx160mmx20mm, fixed to a black acrylic base to include the gold engraving plate at £599 GBP (£499 if ordered before 9th June 2017) + shipping costs
- Silver trophy mirror finish, 150mmx150mmx20mm, fixed to a black acrylic base to include the silver engraving plate at £549 GBP (£449 if ordered before 9th June 2017) + shipping costs
- Bronze trophy mirror finish, 145mmx145mmx20mm, fixed to a black acrylic base to include the bronze engraving plate at £499 GBP (£399 if ordered before 9th June 2017) + shipping costs
- The prices excludes any applicable VAT and delivery costs, which will be added to the total amount due.

Deliveries

Fixed shipping costs are applied for 1 trophy ordered depending on the country where the delivery is addressed to as detailed below. Please note that prices may vary if more than one trophy is ordered.

£80 GBP for 1 trophy to be shipped to Latin America
£75 GBP for 1 trophy to be shipped to Middle East and North Africa
£65 GBP for 1 trophy to be shipped to Asia
£55 GBP for 1 trophy to be shipped to North America
£45 GBP for 1 trophy to be shipped to Europe
£20 GBP for 1 trophy to be shipped to the UK

The delivery period is approximately one month from the date C Squared receives payment for the order. This is an estimated delivery period and is subjected to stock availability. C Squared staff will be able to provide a specific delivery date. Full payment is required in order for the order to be dispatched. C Squared reserves the right to delay the dispatch of the order until full payment is made.

C Squared is not responsible for any delays caused by external factors events outside our control. Deliveries outside of the UK may be subject to import duties and taxes when the order reaches its destination. Recipients are responsible for payment of any import duties. C Squared has no control over these import charges and cannot predict their application or amount. Please contact your local customs office for further information before placing your order.

If the recipient fails to pay any import charges and the product is held, returned or destroyed, recipients agree that C Squared has no liability and is not obliged to replace the order, refund the cost or pay any further shipping costs. Recipients are responsible for all delivery details that are provided when placing the duplicate order online. C Squared is not responsible for any delayed deliveries because of any errors in the delivery details that have been provided by the client.

Processing orders

C Squared will not process orders until full payment is received.

Credited companies and clients may order duplicates under the condition that the engraving details include the original entrant's company name. The original entrant will be notified when a contributing company places a duplicate trophy order.

All details will be checked by C Squared before processing the order, only winning campaigns and Grand Prix winners can receive trophies. Credits on the plate will appear as per the original credits on the entry form. The original entrant is responsible for the credits provided (i.e. entering company, country, campaign title etc.). Clients may be required to approve the engraving of the duplicate orders.

There is no limit to the number of trophies that can be ordered. Trophies are subject to stock availability.



12. Contact

For general Awards queries, please contact:

Grace Maroun, grace@mediaquestcorp.com
Sara Naja, s.naja@mediaquestcorp.com
+971 4 3910760

For technical submission queries, please contact:

By email, Silvia Palacios: silvia.palacios@csquared.cc
By telephone, Fanny Nicot: +44 207 367 6460