



Festival of Media  
MENA

Awards

## Twitter Live Marketing Award - The Festival of Media MENA Awards 2016

### Terms and Conditions

C Squared Networks Ltd. is the organiser of the Festival of Media MENA to be held in Dubai on 20 April 2016.

#### 1. Eligibility

The Festival of Media MENA Awards are 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; 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.

Eligible campaigns must have been implemented between 1<sup>st</sup> January 2015 and 31<sup>st</sup> December 2015.

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.

Entries must be received by **21 March 2016**.

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.

#### 2. Entry Requirements

All entry forms must be completed online at [twitterawardmena.festivalofmedia.com](http://twitterawardmena.festivalofmedia.com).

There are no limits to the number of categories a single campaign can enter. However, you must supply a separate entry form and set of material for each entry and pay for each entry. Any campaigns can be submitted and all disciplines are welcome.

The competition is open to all countries in MENA. Campaigns can run locally or regionally in MENA.

All entries must relate either to one advertisement/campaign or media owner. Entries relating to more than one advertisement/campaign or media owner (even if promoting the same product or owned by the same parent company) must be entered individually and paid for as separate entries.

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.

For all entering categories all entrants will need to provide:

- dates of the activity
- the markets covered
- a list of all agencies who should be credited
- a client contact



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- two images showing the activity in progress
- a write up to explain the opportunity, objective, strategy, execution and results

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. This includes using whole or part of the data or details in the submitted material for C Squared Networks Ltd. other events and publications.

### 3. Creative Material Requirements

You must upload the following to support your entry:

Two images of the campaign in action. 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.

Creative submissions must be unbranded and should not include entering company names or any contributing creative companies.

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

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

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

### 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. This includes using whole 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 the lending or borrowing by the organizers once the shortlist has been announced.

### 4. Judging

A jury of unparalleled seniority and expertise will judge the Festival of Media MENA Awards, formed from regional network CEOs, clients with regional responsibilities and introducing unique perspectives from the broader creative industries.

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

Judging of the Festival of Media Asia entries will start 28<sup>th</sup> March 2016.

The shortlist will be announced on 12<sup>th</sup> April 2016.

The Jury will meet at the Festival of Media MENA in Singapore on 18<sup>th</sup> April 2016, to choose the winners.



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#### **5. 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 or that have exceeded maximum word counts or fail to have client approval. Any decision to disqualify will be final. No refunds for ineligible entries will be given.

#### **6. Fees**

No payment is required to enter this category. This is the only category that is free of charge at the Festival of Media MENA 2016.

#### **7. Contact Us**

For all Awards queries, please contact:

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