

**Create a viral film for the 8th edition of the Meribel Ad Festival  
and win a completely free stay at the Festival!**



***JURY and REWARDS***

The films will be judged by a college of international digital specialists (advertising people and producers). They will vote online for the best pieces of work.

**Reward for the winning team:**

- Full stay in Meribel for the whole duration of the festival: transportation, accommodation, delegate pass, meals, ski pass for the 3 Valleys, ski equipment...
- Broadcasting of the film before, during and after the Festival: intro page of the website of the festival, sharing Internet communities (for example: YouTube, DailyMotion, Facebook...), Cyber Cristal Awards Ceremony, Orange Internet and mobile platform, etc.
- Participation to the jury of the 2009 contest.

**Reward for the shortlisted teams:**

- 50% discount on the delegate pass of the 2008 Meribel Ad Festival.
- Broadcasting of the film on the Meribel Ad Festival website.



***THE FESTIVAL***

Created in 2001, the Meribel Ad Festival has become over the years an event not to be missed for the whole European advertising and communication community. Welcoming all media, the Festival celebrates all kinds of creativity: film, print, marketing services, media strategy, radio, and more than ever digital and integration.

Since 2007, the Festival has put innovation at the heart of the Festival. Meribel becomes the place to find inspiration, and to embark on the way to the future.

The points that differentiate the Festival are: mixed juries composed of both clients and creative people, the gathering of the whole communication community (creative people, clients, media agencies, journalists, producers...), the conviviality of the ski resort that favours the easiness of the networking.



## **OBJECTIVE**

Create a funny and quirky viral film that will support the event and will be broadcasted on all the communication channels on a European scale. It will show that Meribel is the place to come to to take a breath of fresh air!

**What we'll be looking for: creativity, licence, humour!**



## **TARGETS**

Clients, Advertising, Marketing, Interactive and Media agencies (Presidents, General Managers, Creatives, Communication Directors, Agency Managers), Producers, Directors, Studios, Media... And all communication professionals likely to participate to the event.



## **POSITIONING**

Being at the heart of innovation, new trends and avant-gardism... The place to be!



## **REQUIREMENT**

The film should be a symbol of the association of the world of communication and the mountain. In a way or another, there should be a representation of the Cristal (award and brand of the festival).

**Key words:** innovation, the best of creativity, mountain, snow, advertising/communication, exchange, business meetings, conviviality, «Cristal»...



## **TECHNICAL CONDITIONS**

- 👉 **Do not copy an existing ad.**
- 👉 **Do not use existing brands or symbolic figures such as the Michelin Man, the Jolly Green Giant etc., or any other element for which the reproduction rights are not certain.**
- 👉 **Do not use any visual which might damage the resort or skiing image, such as plaster casts...**
- 👉 **The film should be easy to produce with reasonable means.**

- ✎ **Don't forget that the film will be broadcasted throughout Europe. Any dialog should be in English.**



### **FORMAT (any incomplete entry will be rejected)**

The films must last between 20 and 30 seconds. You can send several short films of the same length.

The entry should contain:

- ✓ A video DVD with the film (specs: flv 320x340) and a Word document explaining your creation (4/5 lines).
- ✓ The winner will have to provide a version that can be viewed on mobile phones (to be broadcasted through the Orange network). The specs are:
  - 1 video file: format 3gp, total weight 250ko maximum: max image and video resolution: 176 · 144 pxls
  - Video Codec = H263 (with a rate of 80 kbits/s for standard or 100 kbits/s for a better quality)
  - Image Codec = AMR (mono 8 KHz)
- ✓ The entry form correctly filled in (cf. pages 6/7)

To upload your film on a ftp server or to send it by email, contact Ingrid Anfray (contact details below).



### **DEADLINE**

Your entry should be sent by Friday, October 3<sup>rd</sup> 2008 at the latest to the festival organization office:

### **CONTACT :**

**MERIBEL AD FESTIVAL / VIRAL FILM CONTEST**  
**Ingrid ANFRAY**  
**2C Associés – 11/13 rue Salomon de Rothschild – 92150 Suresnes – France**

**Tel : +33 (0)1 42 04 97 76 / Fax : +33 (0)1 47 72 26 36**

**Email : [ingrid.anfray@2c-associes.com](mailto:ingrid.anfray@2c-associes.com)**



### **PARTICIPATION CONDITIONS**

- ✓ **As a two person team or as individual**
- ✓ **Being a creative spirit (in an agency, as a free-lance or as a student...)**
- ✓ **Several entries can be sent**



## **COMPETITION RULES**

### **Art 1. – Competition organizer**

**2C Associés, the company which initiates, produces and organizes the Festival, organizes each year a viral film competition for the next edition.**

### **Art 2. – The competition jury**

**A jury, specially composed of personalities recognized by the digital advertising industry, will decide the winning film to represent the 8<sup>th</sup> edition of the Festival.**

### **Art 3. – The participants**

**The competition is opened to both agencies and independent creatives. Any other European creative spirit is also allowed to participate: directors, students of graphic design and/or advertising.... Participants may compete as a two person team, or as individuals. They may present one or several entries.**

### **Art 4. – Entries presentation**

**The films should be sent as a video DVD with the film (specs: flv 320x340) and a Word document explaining your creation (4/5 lines).**

**All projects, with no exceptions, will be presented to the Jury.**

**Any incomplete entry will be rejected.**

### **Art 5. – Submission deadline**

**The entries should be submitted at the latest by Friday, October 3<sup>rd</sup> 2008 by 6pm, to the following address:**

**Méribel Ad Festival / Viral Film Competition**

**2C Associés / Ingrid Anfray**

**11/13 rue Salomon de Rothschild - 92150 Suresnes - France**

### **Art 6. – Prize**

**The winning creative team will be invited to Méribel for the 8th Méribel Ad Festival edition mid December 2008. The trip includes transport, hotel or residence accommodation, Festival accreditation (which gives access to the complete program, the ceremonies, official dinners, official places and leisure activities: the 3 Valleys 'First Snow' ski pass and ski equipment rental).**

### **Art 7. – Rights**

**All rights relating to the winning creation will be granted to 2C Associés, the company which produces the Festival. Consequently, all rights relative to the use of preexisting images will remain at the charge of the participants.**

### **Art 8. – Obligations**

**The winning team agrees to accompany the Méribel Ad Festival in the finalization of the film to ensure coherence in any adaptation.**

### **Art 9. – Acceptance**

**Participating in the competition implies acceptance of these rules.**

**To participate, you should enroll by completing the form below, and return it by post, email or fax to:**

**2C Associés - Ingrid Anfray**

**11/13 rue Salomon de Rothschild - 92150 Suresnes - France**

**Fax: +33 1 47 72 26 36 or [ingrid.anfray@2c-associes.com](mailto:ingrid.anfray@2c-associes.com).**



**You can also download the form from our Internet website:  
[www.meribel-ADFestival.com](http://www.meribel-ADFestival.com)**



2C Associés – 11/13 rue Salomon de Rothschild – 92150 Suresnes  
Tel: 01.42.04.97.76 / Fax: 01.47.72.26.36  
[www.meribel-ADFestival.com](http://www.meribel-ADFestival.com) / [Ingrid.anfray@2c-associes.com](mailto:Ingrid.anfray@2c-associes.com)

**ENTRY FORM**  
(To be returned by Friday, October 3<sup>rd</sup> at the latest)

**YOUR TEAM:**

**PROJECT NAME:**

**MEMBER 1**

**FIRST NAME:**

**FAMILY NAME:**

**AGENCY:**

**JOB TITLE:**

**WORK ADDRESS:**

**POST CODE:**

**TOWN:**

**COUNTRY:**

**TEL WORK:**

**GSM:**

**EMAIL:**

**YOUR PART IN THE CREATION OF THE FILM:**

**MEMBER 2**

**FIRST NAME:**

**FAMILY NAME:**

**AGENCY:**

**JOB TITLE:**

**WORK ADDRESS:**

**POST CODE:**

**TOWN:**

**COUNTRY:**

**TEL WORK:**

**TEL HOME:**

**GSM:**

**EMAIL:**

**YOUR PART IN THE CREATION OF THE FILM:**

**SIGNATURE**

**I certify that I have read the viral film competition rules and that I agree to grant the creative rights for the film of the 8th Méribel Ad Festival to 2C Associés.**

**Signed at ....., on ...../..... 2008**

**Signature: (precede your signature by the mention «read and approved»)**

