



PRESENTATION FILE

China Cristal Awards, 23 April 2009.

Sofitel Shanghai Jin Jang Oriental Pudong



In a few words...

Following the success of the European Cristal Festival, the **China Cristal Awards** have been created in 2009 with the objective to introduce a new and ambitious advertising award for Greater China:

- A place where **agencies** and **clients** can get together through: **Mixed juries**, the **CRISTAL LAB** conferences, the networking areas;
- An event that mixes **business** and **creativity**;
- A **convivial event** which favours interaction. Everything is organized to make exchanges easy for delegates: lunches and dinners included in the delegate pass;
- Internationally recognized awards: **The “Cristal”**;
- Both the judging and Awards Ceremony of the 1st Edition of the China Cristal Awards will be held in **Shanghai 23rd of April 2009 at Sofitel Jing Jang Oriental Pudong.**

Deadline Competitions: 10 April

Deadline Delegate Pass: 17 April



Who will be at the China Cristal Awards...

WONG Kar Wai, Director

Pully CHAU, Chief Executive Officer – Saatchi & Saatchi China

Weiwei CHEN, Chairman & CEO – Leo Burnett Group Shanghai

Edmund CHOE, Group Creative Director – Saatchi & Saatchi China

Lincoln DAMEN, Creative Director – TBWA/Agency.com

Annick DE KERMADEC – BENTZMANN, General Manager – BNP PARIBAS

Ric DILANNI, Producer / President - House Films Shanghai

Tom DOCTOROFF, Greater China CEO & North Asia & Japan Area Director – JWT

Olivier FISH, General Manager – Eurosport

Roy HADDAD, Chairman & Chief Executive Officer - JWT MENA

Paul HU, Director Head of VW Marketing - Volkswagen Group China

Harry HUI, Chief Marketing Officer - PEPSICO China

Zhang HUI XIN, Chief Editor - China Advertising Magazine Shanghai

Florence JACOB, Executive Producer - Wanda Productions

Daniel KO, Managing Director - RMG Connect Greater China

Kevin LEE, Executive Creative Director - Ogilvy & Mather Advertising, Shanghai

Ruby LEUNG, Head of TV Production - Saatchi & Saatchi China

Anita LEUNG, Head of TV production – Leo Burnett Hong Kong

Tomaz MOK, Managing Director - McCann Erickson

Yves MONNET, President - Byzance Shanghai – Paris

Shigeo OKAZAKI, Executive Brand Consultant / Managing Director - Strategic Resource Center / Beijing Dentsu

Georges OOI, Executive producer – DDB China

Hwee Beng POH, Executive Creative Director – DRAFT FCB China

Carol POTTER, Chief Executive Officer - BBDO China

Calvin SOH, Vice-Chairman & Chief Creative Officer - Publicis Asia

Michael SOO, Head of TV production - Ogilvy & Mather Hong-Kong

Pearl TAN, Executive Producer – **GWANTSI**

Richard TAN, Chief Executive Officer Greater China - **Euro RSCG Worldwide**

CC TANG, Chief Creative Officer & Co-Chairman for North Asia - **Euro RSCG Worldwide**

Edmond TAO, Executive Director - **Eagle Communication**

Ken TAO, Executive Creative Director - **Energy Source China**

Kerli TEO, Head of Content Production - **Wieden + Kennedy**

Dick VAN MOTMAN, CEO & President - **DDB China Group**

Leong WAI FOONG, Executive Creative Director China - **BBDO China**

Terry WANG, Group Creative Director - **Shanghai Advertising Company**

Emma WILKIE, Managing Director - **Gunn Report**

XU Li, President – **Shanghai Focus Advertising Ltd**

Lo SHEUNG YAN, Executive Creative Director Northeast Asia – **JWT**

Clothilde YANG, Corporate communication Director – **L’Oreal**

Jane ZHANG, Senior TV Producer – **JWT**



Wong Kar Wai, President of Honor...

The China Cristal Awards*, first Communication Festival dedicated to Greater China, is very honoured to welcome Wong Kar Wai as the President of Honor of the Festival.



Born in Shanghai and raised in Hong Kong, director Wong Kar Wai is one of the world's most visionary filmmakers working today. His unique vision has earned him an international following and prestige. His film *Happy Together* (1997) won the Best Director Prize at the Cannes Film Festival. All of his subsequent features have premiered at Cannes: *In the Mood for Love* in 2000 (winning the Best Actor prize for Tony Leung Chiu Wai), *2046* in 2004, and his English-language debut *My Blueberry Nights* was the opening film of the festival in 2007. Mr. Wong served as President of the Jury at Cannes in 2006.

In addition to his features, he has made a number of music videos and short films, including *The Follow* (2003, starring Clive Owen, for the BMW on-line series *The Hire*) and *There's Only One Sun* (2007, starring Amelie Daure, for Philips), both of which helped pioneer the genre of longer narrative commercials. His advertising work is extensive, including commercials for such world-recognized brands as Lancome, Dior, Ralph Lauren and Softbank featuring stars like Eva Green, Laetitia Casta, and Brad Pitt.

On the occasion of the China Cristal Awards, he will receive a "Visionary Cristal", which will reward his career.

"We are privileged to have Wong Kar Wai to chair the first edition of the China Cristal Awards in Shanghai. His commercials and movies have made their way on the world, and we are proud to reward him for its incredibly rich career, even in its earlier years" said Christian CAPPE, Founder and Chairman of the Cristal Festivals.

A laboratory for discussion...

The **CRISTAL-LAB**, is the real hub of the Festival, it is the place to get a global idea of **what is going on**, the **prospects for the sector**, and the **most important innovations**. To this end, **workshops, conferences** and **showcases** will be organized, and will bring together the most influential international and Chinese specialists from across all the marketing disciplines..

In a communication world that is developing very fast, “**innovation**” has become a real preoccupation.

This is the reason why the **CRISTAL-LAB** conferences have chosen to deal with this theme in a horizontal manner, both in the choice of participants as well as each of the different conference themes.

The professional meetings, together with the competitions, provide the guiding thread for each Festival participant’s day, and moreover the opportunity to exchange ideas, to share points of view and to try and forecast the forthcoming developments in the industry.

TUESDAY 21 APRIL 2009

Timing	Place	Topic
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Film Cristal Europe & Middle East North Africa
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Outdoor Cristal Europe & Middle East North Africa
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Cyber Cristal Europe & Middle East North Africa
2.30pm / 6.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Film Cristal Europe & Middle East North Africa
2.30pm / 6.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Magazine Cristal Europe & Middle East North Africa
2.30pm / 6.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Cyber Cristal Europe & Middle East North Africa

WEDNESDAY 22 APRIL 2009

Timing	Place	Topic
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Film Cristal China
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Daily Press Cristal Middle East North Africa
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Cyber Cristal China
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Marketing Services Cristal China
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Production Cristal Europe & Middle East North Africa
2.30pm / 6.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Integrated Cristal China
2.30pm / 6.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Production Cristal China
2.30pm / 6.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Print Cristal China

Timing	Place	Topic
9.00am / 10.00am	Sofitel Pudong	YOUNG DIRECTOR'S FORUM Screening of the films of the 8 winners
10.00am / 11.00am	Sofitel Pudong	CONFERENCE: "Presentation of the 2008 Gunn Report" Emma WILKIE, Managing Director – Gunn Report
11.00am / 12.00pm	Sofitel Pudong	MAGISTER CONFERENCE: JWT Evolution of the Chinese mindset, challenge of a new mass market, digitalization, changes in the service sector: what will be the future landscape of advertising in Greater China? Tom DOCTOROFF, Greater China & Japan CEO & North Asia Area Director - JWT
2.00 pm / 2.45 pm	Sofitel Pudong	SHOWCASE - CONFERENCE: "Analysis of the European Meribel Cristal Festival and MENA Cristal Awards Production Cristal Prize-list and presentation of the International Production Cristal" Christian CAPPE, CEO - Cristal Festivals Network
2.45pm / 3.00pm	Sofitel Pudong	SHOWCASE - CONFERENCE: "The best of international advertising production" Florence JACOB, Executive Producer - Wanda Productions Other speakers to be confirmed
3.00pm / 4.00pm	Sofitel Pudong	DEBATE: "China is on the verge of becoming the first commercial power in the world and the advertising business is following the same path. How can the Chinese production business become a worldwide reference as well?" Moderated by Edmond TAO, Executive Director - Eagle Communication Speakers: - Ric DILANNI, Producer / President - House Films Shanghai - Anita LEUNG, Head of TV Production - Leo Burnett Greater China - Kerli TEO, Head of Content Production - Wieden + Kennedy - Other speakers to be confirmed.
4.00 pm / 5.00 pm	Sofitel Pudong	MAGISTER CONFERENCE: BBDO & Pepsico Carol POTTER, Chief Executive Officer - BBDO China Harry HUI, Chief Marketing Officer - Pepsico China
5.00 pm / 6.00 pm	Sofitel Pudong	MAGISTER CONFERENCE: Saatchi & Saatchi Pully CHAU, CEO - Saatchi & Saatchi China
7.00 pm	Sofitel Pudong	AWARDS CEREMONY & TRIBUTE TO WONG KAR WAI "Visionary Cristal" - Wong Kar Wai, Director



Competitions dedicated to all disciplines of communication...

1. Film Cristal
2. Outdoor Cristal
3. Magazine Cristal
4. Integrated Cristal
5. Production Cristal
6. Cyber Cristal
7. Direct Marketing Cristal

An **Official Jury** for the China Cristal Awards will gather on the occasion of the 1st edition of the China Cristal Awards and reward the best creations of the year in the following categories: Film, Outdoor, Magazine, Cyber, Promotional Marketing and Integrated.

The Jury is made up, of International and Chinese **Agencies and Clients**.

At the end of the final judging, the definitive choice will be made by vote, with a secret ballot to preserve the credibility of the award and ensure its confidentiality. A special ranking will be revealed during the Chinese Awards Ceremony.

The Production Cristal Jury is be made up of TV producers and film producers coming from across each region where the road show stops.

For the international ranking, the jury will only give marks and the organization of the Production Cristal will rank the best productions.

For the regional awards, all of the regional entries will make up a long list. After viewing and voting, the short list will be shown to the jury. A joint discussion to decide the awards will follow with the whole jury.

Register on: www.chinacristal.com before 12 April 2009 !



The Advertising Jury

Clients:

Annick DE KERMADEC–BENTZMANN, General Manager – BNP PARIBAS

Paul HU, Director Head of VW Marketing - Volkswagen Group China

Harry HUI, Chief Marketing Officer - PEPSICO China

Clothilde YANG, Communication Director - L’Oreal China

Agency:

Edmund CHOE, Group Creative Director – Saatchi & Saatchi China

Lincoln DAMEN, Creative Director – TBWA/Agency.com

Kevin LEE, Executive Creative Director - Ogilvy & Mather Advertising, Shanghai

Xu LI, President – Shanghai Focus Advertising Ltd

Tomaz MOK, Managing Director - McCann Erickson

Hwee Beng POH, Executive Creative Director – DRAFT FCB China

Shigeo OKAZAKI, Executive Brand Consultant / Managing Director-Strategic Resource Center - Beijing Dentsu

Jordan HSUEH, Chief Creative Officer for Beijing & North China - Euro RSCG

Ken TAO, Executive Creative Director - Energy Source China

Dick VAN MOTMAN, CEO & President - DDB China Group

Leong WAI FOONG, Executive Creative Director China - BBDO China

Terry WANG, Group Creative Director - Shanghai Advertising Company

Jeffrey WU, VP of Bitauto Media Group and COO – CIG

The Production Jury

Nick DODET, Executive Producer – P.I.G China

Anita LEUNG, Head of TV production – Leo Burnett Hong Kong

Ruby LEUNG, Head of TV Production - Saatchi & Saatchi China

Georges OOI, Executive producer – DDB China

Michael SOO, Head of TV production - Ogilvy & Mather Hong Kong

Pearl TAN, Executive Producer – GWANTSI

Kerli TEO, Head of Content Production - Wieden + Kennedy

Jane ZHANG, Senior TV Producer – JWT



The first “production world tour”

China Cristal Awards’ first step of the International Production Cristal...

2C Associés, organizer of the famous Meribel Cristal Festival, Mena Cristal Awards and the China Cristal Awards launches this year the International Production Cristal.

It promotes production excellence in advertising, through the organization of an annual international competition dedicated to the production network.

The concept:

All year long, the best productions (in TV, cinema and web categories) will be evaluated in **four regions of the world:**

- **Shanghai – 23 April 2009: jury from Greater China**
- **Dubai – 11 June 2009: jury from South Africa, Middle East and India**
- **Sao Paulo – September 2009: jury from South America**
- **Méribel – 13 December 2009 – jury from Europe**

For each of the four events where the Production Cristal stops, **a jury composed of the most famous regional TV producers and producers** will set up two prize lists:

- **an international ranking:** which will highlight the best international works
- **a regional award:** The Cristal : which will reflect the major trends of the regional production industry

Created as the first “production world tour”, this event will offer the network the opportunity to reach the following aims:

- **Get regional recognition** by winning one of the famous Cristal Awards when the Production Cristal stops in your region,
- **Check the quality of TV commercials on an international scale** thanks to the ranking we refresh and publish at each stage of the road show,
- **Showcase your ability** to TV Producers all around the world,
- **Facilitate exchanges** with TV producers and other producers on an international scale,
- **Promote your productions** in four of the main world’s regions: **Asia, Middle East and South Africa, Europe and South America.**

Benefits for your visibility:

- **The rankings will be** permanently visible on the website;
- **The best works** of the ranking will be viewable on the website (free access);
- Showcases and awards ceremonies will **present the best cases and reward the winners** at each step of the road show;
- **Media partners all around the world will promote the winners.**

Register on www.cristalfestival.com before 10 April 2009 !

YOUR CONTACTS

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