

BRAND FILM FESTIVAL



2017 Entry Kit



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haymarket

BRAND FILM FESTIVAL



The Brand Film Festival will celebrate the innovation, creativity, and effectiveness in brand storytelling that is truly moving the needle for companies, corporations, and organizations.

The Brand Film Festival is brought to you by PRWeek and Campaign US.



PRWeek is the world's leading PR and communications media brand. It reflects an industry playing a more pivotal role than ever, not only in the marketing of companies, brands, and organizations, but also among the C-suite.



Campaign is dedicated to celebrating creative excellence from across the broad span of the communications industry, whilst putting creativity firmly in a business context.

CATEGORIES

Sectors

- 1 Corporate**
For a corporate film or series that supported a specific goal and garnered significant results, from a sales boost to improved company perception.
- 2 CPG**
For a CPG brand film or series that helped achieve a goal, such as engaging consumers or employees, building media buzz, and selling products.
- 3 Giving back**
The film or series that demonstrates an impactful philanthropic program or brand CSR effort and the results it had on society at large or for a specific organization.
- 4 Healthcare**
The film or series that highlights the healthcare industry – from pharmaceuticals and hospitals to insurance and overall wellness – in the most innovative way.
- 5 Internal**
The best use of film or series for internal purposes to connect with employees and highlight a corporate message or initiative.
- 6 Sports**
The best film or series that uses competitive or non-competitive sports to tell a story and get a message across for a brand or organization.
- 7 Sustainability**
The film or series that underscores a corporation or agency's sustainability efforts. The film should tell a story as well as support the company's particular sustainability focus area.

Branded Content and Entertainment

- 8 Animals**
The best film or series featuring animals, which can be a standalone film or part of a campaign or series.
- 9 Heartstrings**
The most heartwarming, emotional film or series, created by a brand or agency. The film can be part of a larger program or a standalone initiative.
- 10 LOL**
For the film or series that gets the most laughs. The film can be part of a larger program or a standalone initiative.
- 11 Branded program**
For an inventive and relevant film, or series of films, that helped drive a brand's objectives in a demonstrable way.
- 12 Brand documentary**
The most effective documentary film or series created by a brand or agency that tells an impactful, informative story or stories.

Audience Engagement

- 13 User-generated**
The best film or series created and submitted by consumers as part of a brand campaign, contest, or product launch.
- 14 Viral**
For the film with a creative idea that produced the most buzz, including social shares, views, likes, tweets, and traditional media pickup.

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CATEGORIES

Craft

15 Animated

For the most memorable and effective use of animation in film. Can include hand-drawn, stop-motion, or computer animation.

16 Behind the scenes

The best film that offers a sneak peak at the making of a campaign, program, or event.

17 Best director

Given to the director who best brings a film or series of films to life with his or her vision and techniques.

18 Best editing

The film or series that best showcases the use of post-production editing techniques, such as sound mixing, color correction, graphic design, and special effects.

19 Best screenplay

The film or series that showcases the most original writing and storytelling so the content resonates with viewers.

20 Virtual reality

For the film or series that best uses VR techniques to engage viewers and immerse them in the interactive content experience.

21 Foreign language

For the best foreign language film or series (please include English subtitles). Films can be submitted by international/multinational brands and agencies.

22 Video without sound

For the film or series that best gets its message across silently, for example in Facebook's content stream, and either works as a silent movie or encourages viewers to click through to an audio version.

Best of the Best

23 Best film by a brand

For the most engaging, creative, and effective film or series created, produced, and edited by an in-house brand team. **This category cannot be entered into directly.**

24 Best film by an agency

For the most engaging, creative, and effective film or series created, produced, and edited by an agency team for a brand, organization, or for internal use. **This category cannot be entered into directly.**

25 Most creative

For a film or series that showcases out-of-the-box thinking or a unique idea and the effect it had on a brand or organization. **This category cannot be entered into directly.**

26 Best mini-form

The best mini-form film, no longer than 15 seconds, awarded to the highest-scoring film. **This category cannot be entered into directly.**

27 Best short form

The best short-form film, between 15 seconds and 5 minutes, awarded to the highest-scoring film. **This category cannot be entered into directly.**

28 Best long form

The best long-form film of more than 5 minutes, awarded to the highest-scoring film. **This category cannot be entered into directly.**



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www.brandfilmfestival.com

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JUDGING

Entries will be judged by an independent jury sourced by PRWeek and Campaign. Judges will score against innovation, creativity, and effectiveness. Judges may also consider results where relevant. Only the highest-scoring entries will be awarded Gold and will be officially selected to be featured in the film festival.

Note: This may mean certain categories do not award Gold.

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ENTRY REQUIREMENTS

- 1 Entries are open to any organization within North and South America. The video must have been aired between January 1, 2016 and February 6, 2017.
**A film cannot be entered into the 2017 Brand Film Festival if it was entered into the 2016 Brand Film Festival.*
- 2 When you are entering, select the category and film length you will be submitting. The options are:
Mini form: no longer than 15 seconds.
Short form: between 15 seconds and 5 minutes.
Long form: longer than 5 minutes, such as an episode of a web series, short film, or documentary.
- 3 You can submit a film into more than one category. If you are submitting an entry in multiple categories, please submit multiple sets of support material for each entry.
- 4 Each entry is required to include a description of the synopsis of the film and the context of film within the larger campaign activity.
- 5 You are able to submit information separately that will be kept confidential and will only be submitted to the judges.
- 6 Within the entry form, you will be required to provide a written submission. Once all entry information is prepared, visit **www.brandfilmfestival.com** to submit your entries. All entries must be submitted and paid for online. You may input your entry information and save as a "draft" to return at a later date to submit payment. Credit cards accepted include Visa, MasterCard, and American Express. Entries not paid for prior to judging will not be considered.
- 7 *Please, no commercials.* Though it resists easy definition, branded content typically focuses on a story rather than a brand, product or service. Jurors reserve the right to reject any entry they feel does not meet this definition.

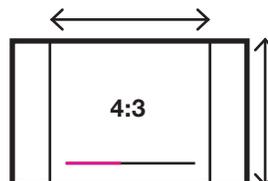
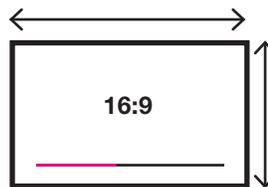


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SUPPORT MATERIAL

- 1 All films must be no larger than 1GB and can be in the following formats: .MOV or MP4. The film must be at least 1280 x 720, but the recommended size is 1920 x 1080. 4:3 video aspect ratio will be accepted but the recommended ratio is 16:9.
- 2 URL links to your film will not be accepted.
- 3 Only one film per entry should be uploaded.
- 4 You must submit a 2 minute abbreviated version of the film if the film is over 2 minutes long.
- 5 The timings of the films depend on what video form you are submitting. The options are:
 - Mini form:** no longer than 15 seconds.
 - Short form:** between 15 seconds and 5 minutes.
 - Long form:** longer than 5 minutes, such as an episode of a web series, short film, or documentary.



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FAQS

What if my submission has confidential information?

There is a section on the entry form that is dedicated to any confidential information. This information will only be seen by our judges.

What is the eligibility period for the entries?

To be eligible, the video must have been aired between January 1, 2016 and February 6, 2017.

What is the cost to enter the Brand Film Festival?

The fee for entering is \$420 per entry. You may choose to submit that same exact entry into a second or third category for an additional fee of \$275 per submission. For example, if you submit any one entry into three categories, the fee would be: $\$420 + \$275 + \$275 = \970 .

What is the deadline to submit?

The entry deadline is Monday, February 6. Late entries will be received until Monday, February 13. However, entries received after Monday, February 13 will incur a late fee of \$100 per entry.

Can I submit an entry into more than one category?

You can submit an entry into more than one category. If you are submitting an entry in multiple categories, please submit multiple sets of digital support material to help facilitate the judging process.

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ENTRY FORM

Entrant company:

Production company:

Advertising agency:

Media agency:

PR agency:

Title of entry:

Client:

Length:

Date it first aired:

Country it aired:

Credits

Please include name, title and company name

1. **Short synopsis of film** (300 words max)
2. **Context of film within larger campaign activity** (200 words max)
3. **Confidential information** (200 words max)
If you have any confidential information that cannot be viewed by the general public or published anywhere, please submit it here. This information will be reserved for the judging panel only.

PLEASE UPLOAD FULL VERSION OF FILM

**IF YOUR FILM IS OVER 2 MINUTES LONG,
PLEASE UPLOAD A 2 MINS ABBREVIATED VERSION**



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