

BRAND FILM FESTIVAL NEW YORK

**2018
ENTRY
KIT**

**#BrandFilmFestNYC
brandfilmfestival.com**





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We encourage you to enter your film or series into a core category as well as the specialty and/or craft and tech categories.

CORE CATEGORIES

Enter your film/s into the below categories according to film length and genre. Single means that you are submitting one film, series is two to five.

We encourage all industry sectors and film types such as brand documentary, brand program, corporate, B2B, CPG, internal, healthcare, sports, sustainability, music, entertainment, non-profit, and giving back.

Mini form: 0 - 20 seconds
Short form: 21 seconds - 10 minutes
Long form: Over 10 minutes

Mini-form Fiction - Single
Mini-form Documentary - Single
Mini-form Fiction - Series
Mini-form Documentary - Series

Short-form Fiction - Single
Short-form Documentary - Single
Short-form Fiction - Series
Short-form Documentary - Series

Long-form Fiction - Single
Long-form Documentary - Single
Long-form Fiction - Series
Long-form Documentary - Series

SPECIALTY CATEGORIES

Behind the Scenes

A film or series that offers a sneak peek at the making of a campaign, program, or event.

Foreign Language

A film or series using a foreign language. Films can be submitted by international/multinational brands and agencies. Please include english subtitles.

Film Without Sound

A 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.

User Generated

A film or series created and submitted by consumers as part of a brand campaign, contest, or product launch.

Viral

A film or series with a creative idea that produced the most buzz, including social shares, views, likes, tweets, and traditional media pickup.

People's Choice: Emoji Film of the Year

A film that best delivers a brand's message through either of these emojis:



Please note: Films entered into this category will be decided through a live vote on BrandFilmFestival.com prior to the gala screening on May 3, 2018. The film with the most votes will be honored on stage and presented with a trophy.



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CRAFT AND TECH CATEGORIES

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Across these categories jurors will be looking at film craft and technical excellence.

Direction

A film or series that showcases excellence in cinematic direction.

Screenplay

A film or series that showcases the most original writing and storytelling.

Cinematography

A film or series that showcases outstanding work in cinematography.

Animation

A film or series with memorable and effective use of animation.

Please note: We encourage you to provide a demo film showing the animation process and technique as well as the final film.

Editing

A film or series that showcases the art and technique of film editing. Jurors will be looking for films where editing techniques can craft a vast library of raw footage into coherent sequences breathing life into a story.

Lighting

A film or series that demonstrates expert use and handling of lighting in support of the story.

Sound Design

A film or series that utilizes sound to amplify a scene or story. Can include sound editing, design, or sound mixing.

Visual Effects

A film or series that showcases outstanding work in visual effects. The jury will be looking at technical effectiveness and its integration into the film.

Please note: We encourage you to provide a demo film showing the visual effects process and pre-effects as well as the final film.

360, AR, VR and Emerging Tech

A film or series that utilizes an emerging technology in its creation or audience experience.

Please note: Projects must be viewable via one of our accepted VR platforms: 360° video, Oculus Rift, HTC Vive, Google Daydream, Samsung Gear VR, PlayStation VR, or Windows Mixed Reality. We request that you provide a link to a 360° video file (.mp4), app download package (.apk), or other installation package via Dropbox, Google Drive, WeTransfer or Steam Key. The link must be live until May 3, 2018.

BEST OF THE BEST CATEGORIES

From the highest-scoring films entered we will honor top films in grand jury selected categories. Previous Best of the Best categories have included 'Most Creative' and 'Best Film by a Brand'.



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JUDGING

The jury is comprised of top creatives from the worlds of advertising, digital, production, PR, film, and media. Jurors will score against innovation, creativity, and effectiveness. Jurors may also consider results where relevant. When considering films entered into the craft and tech categories jurors will be looking at film craft and technical excellence. Only the highest-scoring films will be officially selected to be featured in the film festival on May 3, 2018. This means there may not be an officially selected film for every category. Every film featured in the festival will receive a trophy and will be in the running for our Best of the Best categories selected by our grand jury.



ENTRY REQUIREMENTS

- 1 Entries are open to any organization in North America, South America, Africa, Asia and Australia. All films created by organizations in Europe must be entered into Brand Film Festival London:
www.brandfilmfestival.co.uk.
- 2 The film or series must have been aired between January 1, 2017 and January 22, 2018*.
*A film cannot be entered into the 2018 Brand Film Festival if it was entered into the 2017 Brand Film Festival.
- 3 When you are entering the specialty and craft and tech categories you will need to select the film length from the following:
Mini form: 0 - 20 seconds
Short form: 21 seconds - 10 minutes
Long form: Over 10 minutes
- 4 We encourage you to enter your film or series into a core category as well as the specialty and/or craft and tech categories. For films entered into additional categories there will be a discounted entry fee, e.g. if you submit a film or series into three categories, the fee would be: \$430 + \$300 + \$300 = \$1030. If you are submitting a film or series into multiple categories, please upload the film/s each time.
- 5 All entries must be submitted online at www.brandfilmfestival.com. You will need to upload the film and include a write-up of the film synopsis (300 words max) and a write-up of the context of the film within the larger campaign activity (200 words max).
- 6 There is a section for you to submit confidential information that only the jurors will see (200 words max). Nothing written in this section of the form will be published.
- 7 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. All films must be submitted and paid for by the entry deadline; January 22, 2018. Credit cards accepted include Visa, MasterCard, and American Express. Entries not paid for prior to judging will not be considered.
- 8 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.



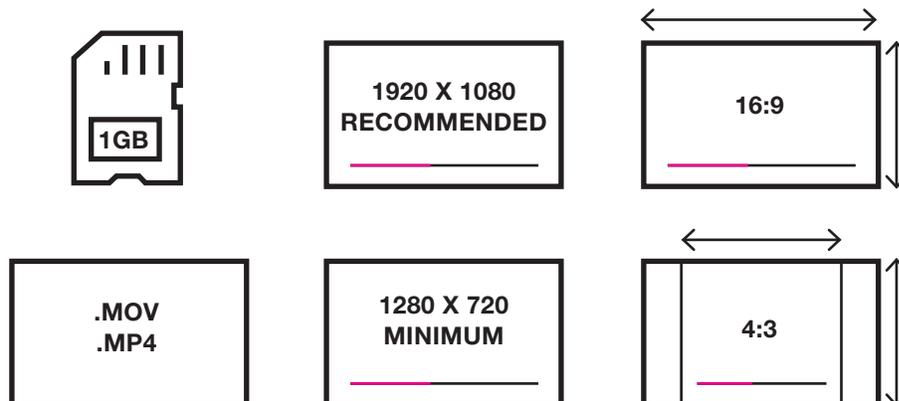
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FILM SPECS

- 1 All films apart from those being entered into 360, AR, VR and Emerging Tech must be uploaded as a .MOV or .MP4 file. A URL link to the film can be supplied in addition. Each film must be:
 - No larger than 1GB
 - Uploaded as .MOV or .MP4
 - Recommended size is 1920 x 1080, must be at least 1280 x 720
 - 4:3 video aspect ratio will be accepted but the recommended ratio is 16:9.
- 2 If you have a URL link to your film, you can provide along with the .MOV or .MP4 file.
- 3 Only one film per entry should be uploaded. If the film is a series, please combine the films and use a slate to indicate the next film in the series.





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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 jurors who sign a confidentiality agreement and will not be published.

What is the eligibility period for the film or series?

To be eligible, the film or series must have been aired between January 1, 2017 and January 22, 2018.

What is the cost to enter the Brand Film Festival?

The fee for entering is \$430 per entry. The fee is the same if you're entering a single film or a series.

We encourage you to submit your film or series into additional categories for a reduced cost of \$300 per entry. For example, if you submit any one film into three categories, the fee would be: $\$430 + \$300 + \$300 = \1030 .

What is the deadline to submit?

The entry deadline is Monday, January 22. Late entries will be received until Monday, January 29. However, entries received after Monday, January 22 will incur a late fee of \$100 per entry.

Can I submit a film into more than one category?

We encourage you to enter your film or series into a core category as well as the specialty and/or craft and tech categories. If you are submitting a film or series into multiple categories, please upload the film/s each time.

Who do I contact for entry inquiries?

Adele Durham at 646-638-6157 or adele.durham@haymarketmedia.com



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ENTRY FORM CORE CATEGORIES

Entrant Company

Production Company

Advertising Agency

Media Agency

PR Agency

Director

Producer

Screenwriter

Director Email Address (optional)

Producer Email Address (optional)

Brand Contact Email Address (optional)

Title of Film

Brand

Length

Date First Aired

Country 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 AS .MOV OR .MP4* (mandatory)

*If the film is a series, please combine the films and use a slate to indicate the next film in the series

URL link to film (optional)



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ENTRY FORM SPECIALTY CATEGORIES

Entrant Company

Production Company

Advertising Agency

Media Agency

PR Agency

Director

Producer

Screenwriter

Director Email Address (optional)

Producer Email Address (optional)

Brand Contact Email Address (optional)

Title of Film

Brand

Length

Date First Aired

Country 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 AS .MOV OR .MP4* (mandatory)

*If the film is a series, please combine the films and use a slate to indicate the next film in the series

URL link to film (optional)



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ENTRY FORM CRAFT AND TECH CATEGORIES

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Entrant Company

Production Company

Advertising Agency

Media Agency

PR Agency

Director

Producer

Screenwriter

Director Email Address (optional)

Producer Email Address (optional)

Brand Contact Email Address (optional)

Title of Film

Brand

Length

Date First Aired

Country 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 AS .MOV OR .MP4* (mandatory)

*If the film is a series, please combine the films and use a slate to indicate the next film in the series

URL link to film (optional)

For Animation and visual effects, please provide a demo film (optional)

For 360, AR, VR and Emerging Tech let us know how best to view your film

We request that you provide a link to a 360° video file (.mp4), app download package (.apk), or other installation package via Dropbox, Google Drive, WeTransfer or Steam Key. The link must be live until May 3, 2018.