



campaign^{US} PRESENTS

BRAND FILM AWARDS

ENTRY KIT 2020

brandfilmlive.com
[#brandfilmawards](https://twitter.com/brandfilmawards)



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BRAND FILM

AWARDS

2020 ENTRY KIT

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The Brand Film Awards showcase the year's most artistic, creative and effective films produced by and for brands, from YouTube videos to long-form documentaries. This unique mix of film festival, content and interactive workshops provides a forum for everything related to a new wave of marketing storytelling, while convening and rewarding the brands, agencies and craftspeople leading the way in their fields.

CATEGORIES

BUSINESS

B2B

Film created for business-to-business communications, commerce or promotion.

EMPLOYEE ENGAGEMENT

Film or series for internal purposes to connect with employees and highlight a corporate message or initiative.

NOT-FOR-PROFIT/ GOVERNMENT

Film demonstrating an impactful philanthropic program, brand CSR effort or government initiative and the results it had on society at large or for a specific organization.

BRAND SECTORS

AUTOMOTIVE/

TRANSPORTATION

Film that features or supports brands related to the automotive or other transportation industry.

CONSUMER GOODS

Film that helped achieve a goal, such as engaging consumers or employees, building media buzz and selling products.

FINANCIAL SERVICES

Film best supporting a campaign elevating the image of a financial services brand or product.

HEALTHCARE

Film that highlights the healthcare industry, from pharmaceuticals and hospitals to insurance and overall wellness, using creativity in heavily regulated markets.

MUSIC/ENTERTAINMENT

Film created to promote a movie, TV program or other form of entertainment. Can include sports and music events.

SPORTS

Film that engages with sports or athletes to deliver a brand or organization's message.



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TRAVEL/LEISURE

Film that features a destination or supports brands related to the travel and leisure industries.

AUDIENCE ENGAGEMENT COMEDY

Film that best uses humor and comedy to convey its messaging - can be part of a larger program or a standalone initiative.

EMOTIONAL

The most heartwarming, emotional film created by a brand or agency - can be part of a larger program or a standalone initiative.

INTERACTIVE

Film best utilizing user-interaction to achieve its objectives.

VIRAL

Film with a creative idea that produced the most buzz, including social shares, views, likes, tweets and traditional media pick-up.

CRAFT ANIMATION

Film with the most memorable and effective use of animation.

CINEMATOGRAPHY

Awarded to the filmmaker for outstanding artistic or dramatic achievement in cinematography.

DIRECTING

Awarded to the director of a film or series that showcases artistic or dramatic excellence in cinematic direction.

DOCUMENTARY

Nonfiction film that best documents a compelling person, event or subject and tells an impactful, informative story.

EDITING

Awarded to the individual(s) for outstanding achievement in editing. (Can include sound and picture editing, color-correction, mixing and visual effects.)

INTEGRATION

Film best supporting a multichannel marketing campaign consisting of 3 or more elements or media (print, out of home, mobile, etc.)

SCREENPLAY

Awarded to a film's screenwriter, copywriter or writers for outstanding achievement in writing.



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VR/AR & EMERGING TECHNOLOGY

Best film designed for VR, AR and other emerging viewing technologies.

INDIVIDUAL & TEAM AWARDS

COLLABORATION

Awarded to the collaborative creatives from an agency/studio and brand who, together, best achieved their set goals through film.

CREATIVE AGENCY

Awarded to the creative agency, media agency or studio that most successfully achieved their set business objectives through film content for its clients over the past 12 months. Judges will take into account achievement against objectives, creative output, new business wins, client retention and relationships and innovation in delivery.

EMERGING TALENT

Awarded to the individual(s) under 30 years old serving as the artists, executives, filmmakers and creative minds behind a powerful brand film.

IN-HOUSE TEAM

Awarded to the in-house brand studio or team that most successfully achieved its set business objectives through film over the past 12 months. Judges will take into account achievement against objectives, creative output and innovation in delivery.

PRODUCTION COMPANY

Awarded to the producer or production team for outstanding branded film content for its clients over the past 12 months. Judges will take into account achievement against objectives, creative output, new business wins, client retention and relationships and innovation in delivery.

BRAND FILM OF THE YEAR

Awarded by PRWeek's and Campaign's senior editors and the Brand Film Awards Jury Chair, selected from entrants in the above categories.



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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 business results or changes in behavior where relevant. When considering films entered into the craft and tech categories, jurors will look at film craft and technical excellence. All jurors will be required to sign a confidentiality agreement that bans them from disclosing information from entry submissions. A maximum of five entries from each category will make up our shortlist of finalists. The winners will be revealed for the first time at the awards on May 7, 2020.



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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 produced or released between January 15, 2019, and January 22, 2020*.
*A film cannot be entered into the 2020 Brand Film Awards if it was entered into the 2019 Brand Film Awards.
- 3** For films entered into additional categories, there will be a discounted entry fee. For example, if you submit a film or series into three categories, the fee would be:
 $\$449 + \$315 + \$315 = \1079 .
If you are submitting a film or series into multiple categories, please upload the film/s separately each time.
- 4** All entries must be submitted online at brandfilmawards.secure-platform.com/a.
- 5** 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.
- 6** 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, 2020. 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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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 The film or series must have been produced or released between January 15, 2019, and January 22, 2020*.

**A film cannot be entered into the 2020 Brand Film Awards if it was entered into the 2019 Brand Film Awards.*

3 If the film is over 2 minutes long, please also provide an abbreviated version that will be played at the awards, if available.

4 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.

Size and Format



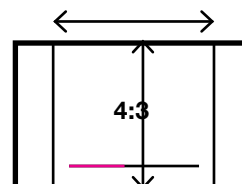
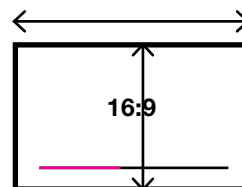
.MOV
.MP4

Dimensions

1920 X 1080
RECOMMENDED

1280 X 720
MINIMUM

Aspect Ratio





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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 15, 2019, and January 22, 2020.

What is the cost to enter the Brand Film Awards?

The fee for entering is \$449 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 \$315 per entry. For example, if you submit any one film into three categories, the fee would be: \$449 + \$315 + \$315 = \$1079.

What is the deadline to submit?

The entry deadline is Wednesday, January 22. Late entries will be received until Wednesday, January 29. However, entries received after Wednesday, January 22, will incur a late fee of \$120 per entry.

Can I submit a film into more than one category?

We encourage you to enter your film or series into more than one category. If you are submitting a film or series into multiple categories, please upload the film/s separately each time.



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ENTRY FORM

BUSINESS AND BRAND SECTORS

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 (hh:mm:ss format):
Type: **a)** Narrative or Documentary; **b)** Single or Series
Budget:
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.

FILM

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)

If the film is over 2 minutes long, please upload an abbreviated version, if available. This can include a trailer or short excerpt best representing your film and/or the specific category to which it was entered. This short excerpt is what will be screened at the awards ceremony. *Please note that if your film is announced as a finalist, you will have additional time to submit this edited clip ahead of our awards ceremony.*

IMAGE

As part of your entry you must upload one key image. Should your entry reach the shortlist stage, these images may be used for promotion. Your images must comply with the following requirements:

- The image should be 300 dpi and 23.4 x 16.5 inches in size
- The image can be no larger than 15 MB



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ENTRY FORM

AUDIENCE ENGAGEMENT

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 (hh:mm:ss format):
Type: **a)** Narrative or Documentary; **b)** Single or Series
Budget:
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.

FILM

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)

If the film is over 2 minutes long, please upload an abbreviated version, if available. This can include a trailer or short excerpt best representing your film and/or the specific category to which it was entered. This short excerpt is what will be screened at the awards ceremony. *Please note that if your film is announced as a finalist, you will have additional time to submit this edited clip ahead of our awards ceremony.*

IMAGE

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ENTRY FORM

CRAFT

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 (hh:mm:ss format):
Type: **a)** Narrative or Documentary; **b)** Single or Series
Budget:
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.

FILM

Please upload full version of film as .MOV or .MP4* (mandatory unless entering 360, AR, VR and Emerging Tech)

**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)

If the film is over 2 minutes long, please upload an abbreviated version, if available. This can include a trailer or short excerpt best representing your film and/or the specific category to which it was entered. This short excerpt is what will be screened at the awards ceremony. *Please note that if your film is announced as a finalist, you will have additional time to submit this edited clip ahead of our awards ceremony.*

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

You can upload a .MP4 or .MOV file or give us a link or access to a VR ready platform such as Vimeo 360 or Samsung Oculus app.

IMAGE

As part of your entry you must upload one key image. Should your entry reach the shortlist stage, these images may be used for promotion. Your images must comply with the following requirements:

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ENTRY FORM

INDIVIDUAL AWARD

Entrant Company
Name of nominee
Title of nominee
Company of nominee
Nominee email address
Nominee date of birth

- 1. Bio of the nominee/brief résumé/education background** (300 words max)
- 2. Professional accomplishments during entry period as it relates to brand film** (300 words max)
- 3. Statement about why nominee should be considered** (300 words max)
- 4. 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 2 brand films or a case study highlighting the nominee's work during the entry period.

IMAGE

As part of your entry you must upload one key image. Should your entry reach the shortlist stage, these images may be used for promotion. Your images must comply with the following requirements:

- The image should be 300 dpi and 23.4 x 16.5 inches in size
- The image can be no larger than 15 MB



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ENTRY FORM

TEAM AWARDS

Entrant Company

Name of company being nominated

1. Business objectives as it relates to brand film (300 words max)

2. Notable brand films during the entry period (300 words max)

3. Statement about why company should be considered (300 words max)

4. 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 2 brand films or a case study highlighting work during the entry period.

IMAGE

As part of your entry you must upload one key image. Should your entry reach the shortlist stage, these images may be used for promotion. Your images must comply with the following requirements:

- The image should be 300 dpi and 23.4 x 16.5 inches in size
- The image can be no larger than 15 MB