

# BRAND FILM FESTIVAL

LONDON



2017 Entry Kit



**campaign**

haymarket



## EUROPE'S FIRST EVER BRAND FILM FESTIVAL

The Brand Film Festival made its' debut in New York 2016, celebrating the best of brand storytelling throughout America. As a result of the festival's incredible success, industry leading brands PRWeek and Campaign are introducing the festival to Europe.

We're looking for films that tell a brand's story in a creative, innovative, and effective way. Brand films can be anything from three seconds to an hour. The judges will be focusing on, inter alia, the power of story-telling, evidence of the film-maker's craft, the film's results in relation to its' objectives and the emotional resonance of the message.

## ENTRY REQUIREMENTS

- 1 Films submitted should deliver a brands message through powerful storytelling and creative visuals.
- 2 All films should have fulfilled their set objectives.
- 3 In addition to the hyperlink the original file must be sent by large transfer site to emily.grant@haymarket.com by the entry deadline.
- 4 When you select the category you wish to enter you must select from the drop down menu the film's duration category. Please note films can run from three seconds up to one hour.
  - Mini form: no longer than 15 seconds.
  - Short form: from 15 seconds to 5 minutes.
  - Long Form: from 5 minutes.  
*Long form entries include episodes of web series, short films or documentaries.*
- 5 Within each entry you submit no more than 200 words in the below fields:
  - Synopsis of film.  
*Please also include context of the film if it was part of a larger campaign (where necessary).*
  - Objectives from client/ brief.
  - Results in relation to objectives.
- 6 All films entered must come from a genuine organisation or brand. Within the entry system you will be required to upload proof that the film was signed off by a client.
- 7 Films entered should not be traditional 'paid for media' advertising. If the film you are submitting has featured in a paid for campaign please only focus on the earned media section on the campaign.

### Pricing

**Entry Fee** £250.  
**Additional Categories** £150.†  
**Late Fee** £60 per entry.

† *Please note this price is for the same film submitted into different categories.*

### Timeline

**Entry Deadline**  
12th January 2017.

**Extended Deadline**  
26th January 2017.

**Golds Announcement**  
23rd February 2017.

**Brand Film Festival**  
Wednesday 5th April 2017.

*\*Please note that categories may not be showcased if film scores are not high enough to feature. This could result in some categories not being featured in the festival.*



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[www.brandfilmfestival.co.uk](http://www.brandfilmfestival.co.uk)



## SUPPORT MATERIAL

Please ensure that you provide the required support material for each entry.

- The video file of the film entered via hyperlink into the online entry form should also be sent via large transfer site to [emily.grant@haymarket.com](mailto:emily.grant@haymarket.com).\*  
*Please note the files will be saved in the case that your film is featured in the festival.*
- All films submitted must be accompanied by a one minute abbreviated version. The abbreviated version should be sent directly to [emily.grant@haymarket.com](mailto:emily.grant@haymarket.com) rather than including in the entry\*.  
*Please note the files will be saved in the case that your film is featured in the festival.*
- You must upload a document containing sign off from the client that the film was made on behalf of. Within this document please also include client sign off that their business objectives for the film have been achieved. For in-house entries please ensure that there is proof that the movie was approved and created as part of an official campaign. Please note this document will remain confidential.

*\*If you are submitting the same film into more than one category you are only required to send the full and abbreviated version once. Please indicate clearly the category/ies that the film is submitted into.*

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## SECTORS

### Business

#### Corporate

A corporate film that supported a specific goal and delivered significant results.

#### B2B

A film created for business-to-business communications or promotion.

#### Public affairs

A film created to influence political or governmental audiences on behalf of an organisation or brand.

#### Issues and crisis management

A film created to deal with a specific corporate or social issue.

### Lifestyle

#### Healthcare

The film that highlights the healthcare industry, from pharmaceuticals and hospitals to insurance and overall wellness, in the most innovative way.

#### Sport

For a film that uses sport to deliver a brand or organisations message.

#### Consumer goods

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

#### Music and entertainment

A film created to promote a movie, TV programme or other form of entertainment.

### Social

#### Not-for-profit / Giving back

The film that demonstrates an impactful philanthropic program or brand CSR effort and the results it had on society at large or for a specific organisation.

### Sustainability

The film 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.

### People's Choice: Emoji Film of the Year



#### Animals, heartstrings and LOL

A film that best delivers a brand's message through one of the above emojis. This can be a standalone film or part of a campaign series.

*Please note that films entered into this category will be decided through a live vote. You will be notified if you are featured in the Brand Film Festival on Wednesday 15 February. Results for films featured within this category will be determined by a live vote at the evening showcase on Wednesday 5th April. The film with the most votes will be honoured on stage and presented with a trophy.*

### Branded Content and Entertainment

#### Branded programme

For an inventive and relevant film that helped drive a brand's objectives in a demonstrable way.

#### Brand documentary

The most effective documentary film created by a brand or agency that tells an impactful, informative story.

### Audience Engagement

#### User-generated

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

#### 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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## SECTORS

### Craft

#### Animated

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

#### Behind the scenes

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

#### Best director

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

#### Best post-production

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

#### Best screenplay

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

#### Best Performance

A brand film that has most successfully accomplished its brands message through a creative story and excellent production.

#### Best Delivery

Films that deliver its brands message without the need of sound.

#### Best use of 360 or virtual reality

For films that tell a brands story through 360 or virtual reality. This can include periscope or augmented reality.

#### Future of Brand Film Award

For the best up and coming student film maker.

### Best of the Best

Gold films showcased at Brand Film Festival London will automatically be entered into the Best of the Best categories. These categories are overall honours and cannot be entered into. Films selected as 'Best of the Best' will be presented on stage with a trophy at the festival on Wednesday 5th April.

#### Best film by a brand

For the most engaging, creative, and effective film created, produced, and edited by an in-house brand team.

#### Best film by an agency

For the most engaging, creative, and effective film created, produced, and edited by an agency team for a brand, organization, or for internal use.

#### Most creative

For a film that showcases out-of-the-box thinking or a unique idea and the effect it had on a brand or organisation.

#### Best mini-form

The best mini-form film awarded to the highest- scoring film.

#### Best short form

The best short-form film awarded to the highest- scoring film.

#### Best long form

The best long-form film awarded to the highest- scoring film.



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## JUDGING

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Brand Film Festival London will showcase the year's most artistic and powerful storytelling through branded content films that have been transforming the marketing business.

Films submitted into Brand Film Festival London will be reviewed by a diverse panel of branded film professionals, from creative directors to copywriters and the highest scoring films from each category\* will be featured in the festival. The best films from each category\* will be revealed in a surprise, evening showcase on Wednesday 5th April.

*\*Please note not all categories are guaranteed to be showcased. If films within a certain category are not up to standard the category will not be featured in the festival.*

Judging will consist of a rigorous two-stage process to ensure that only the best brand films of the year are celebrated.

### Stage one Online

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Judges will review and score all branded films through the online portal. The three highest scoring videos per category\* will be featured as Gold films at Brand Film Festival London.

### Stage two Live day

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Judges will gather to discuss in depth the best films per category. Scores will be collected and the highest scoring film per category\* will be revealed in the evening showcase.





## USEFUL QUESTIONS

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### What if my submission has confidential information?

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There is a section on the entry form that is dedicated to any confidential information. This information will only be available for judges eyes only.

### What is the eligibility period for the entries?

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To be eligible, the video must have been aired between January 1, 2016 and December 14th 2016.

### Can I submit an entry into more than one category?

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You can submit an entry into more than one category. If you are submitting an entry into multiple categories, please hyperlink the video within each entry but only send one full version and one abbreviated video file to [robyn.carter@haymarket.com](mailto:robyn.carter@haymarket.com).

*Please outline clearly in the message the categories that the video has been entered into.*

### My film also appeared in a cinema or TV ad as part of it's larger campaign. Can the film still be entered or will it be disqualified?

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Yes you can still enter your film into Brand Film Festival London however we ask that you only submit the version of the film used in the free/ earned element and only discuss this section of the campaigns objectives and results.

If you have an unanswered question please contact Robyn on:  
[emily.grant@haymarket.com](mailto:emily.grant@haymarket.com)

