

BRAND FILM FESTIVAL

LONDON 2019



ENTRY KIT

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Brand Film Festival London 2019

Brought to you by industry leading brands Campaign and PRWeek, Brand Film Festival London will celebrate and showcase the year's most artistic and powerful storytelling through branded content films that have been transforming the marketing business.

We're looking for films that tell a brand's story in a creative, innovative, and effective way. Brand films can range from three seconds to an hour. The judges will be focusing on, among other things, 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.

Key Dates & Pricing

Entry deadline

Thursday 31 January 2019
£310 + VAT per entry

Late entry deadline

Tuesday 12 February 2019
£385 + VAT per entry

Event date

Wednesday 1 May 2019
Hawker House, London



Entry Requirements

- 1** Entries are open to any organisation within Europe. To be eligible the film must have been aired between January 1, 2018 and December 31, 2018.
- 2** The film may be a standalone film, or part of a wider series.
- 3** For any foreign films, English subtitles or transcripts are required.
- 4** Within each entry you must submit no more than 200 words in each of 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.
- 5** A link to view the full-length film online must be entered into the online entry system (YouTube or Vimeo links only).
- 6** In addition, the original file for the full-length film will need to be sent by a large transfer site to sian.oneill@haymarket.com by the entry deadline. If the film is longer than 1 minute, an abbreviated 1 minute (or shorter) version is also required to be sent. Please clearly outline in the email the film name and category the film was entered into.
Please note the films received will be saved in the case that your film is featured in the festival.
- 7** You can submit a film into more than one category. You will only need to send one version of the original files to sian.oneill@haymarket.com as long as you clearly outline in the email each category the film has been entered into.
- 8** You will need to upload 2 stills from the film in question or images from the campaign that will be used for promotional purposes, should your work be shortlisted (minimum 300dpi).
- 9** All films entered must come from a genuine organisation or brand. Within the entry system you will be required to upload a document or proof containing sign off from the client. For in-house entries please ensure proof is uploaded that the film was approved and created as part of an official campaign.
Please note this document will remain confidential.
- 10** 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.
- 11** All entries must be submitted and paid for via www.brandfilmfestival.co.uk. At the point of submission, you can choose to pay by credit card or invoice.
- 12** Preferred film format is 16:9, 1920 x 1080 (minimum 1280 x 720), as a .MOV or .MP4 file. If you have any queries about your film format please contact sian.oneill@haymarket.com.
Please note that not all categories are guaranteed to be showcased. If films within a certain category are not of suitable standard, the category will not be featured in the festival.



Categories

Business

B2B

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

Corporate

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

Internal

The best use of film or series for internal purposes to connect with employees and highlight a corporate message or initiative.

Issues and crisis management

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

Public affairs

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

Consumer

Consumer goods

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

Healthcare

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

Music and entertainment

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

Sport

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

Branded content and entertainment

Brand documentary

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

Branded programme

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

Funniest film

For the film that gets the most laughs. The film can be part of a larger programme or a standalone initiative.

Most emotional film

The most heart warming, emotional film created by a brand or agency. The film can be part of a larger programme or a standalone initiative.

Viral

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



Categories

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.

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 their vision and techniques.

Best performance

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

Best post-production

The film that best showcases the use of post-production editing techniques, such as sound mixing, colour 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 use of 360 or virtual reality

For films that tell a brand's story through 360 or virtual reality techniques. To engage viewers and immerse them in the interactive content experience. This can include periscope or augmented reality.

Foreign language

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



Categories

People & Agencies

Brand of the year [NEW]

This category recognises the brand or organisation that has produced outstanding branded film content over the last 12 months, which has met the company's objectives and delivered real outcomes for the business. Judges will be looking at how the branded film content links to overall marketing strategy and to tangible business outcomes.

Criteria – A minimum of two pieces of work should be provided and the judges will take into account achievement against objectives, creative output and great craft.

Creative agency of the year [NEW]

This category recognises the creative agency that has produced outstanding branded film content for its clients over the last 12 months. Judges will take into account achievement against objectives, creative output, new business wins, client retention and relationships and innovation in delivery.

Criteria – a minimum of three pieces of work should be provided and the judges will take into account achievement against objectives, creative output and great craft.

Media production company of the year [NEW]

This category recognises the media production agency that has produced outstanding branded film content for its clients over the last 12 months. Judges will take into account achievement against objectives, creative output, new business wins, client retention and relationships and innovation in delivery.

Criteria – a minimum of three pieces of work should be provided and the judges will take into account achievement against objectives, creative output and great craft.

PR agency of the year [NEW]

This category recognises the PR agency that has produced outstanding branded film content for its clients over the last 12 months. Judges will take into account achievement against objectives, creative output, new business wins, client retention and relationships and innovation in delivery.

Criteria – a minimum of three pieces of work should be provided and the judges will take into account achievement against objectives, creative output and great craft.