BRAND FILM AWARDS U.S.
ENTRY KIT 2021
brandfilmlive.com
#brandfilmawards
ABOUT THE AWARDS

The Brand Film Awards showcases the year’s most artistic, creative and effective films produced by and for brands, encompassing the full gamut of short or feature-length nonfiction documentary or scripted films or series.

Brand films are now an intrinsic part of the storytelling toolkit and overall content strategy — they have moved way beyond simply “what brands are doing on social media.” This unique awards program uplifts and celebrates this new wave of marketing storytelling and its journey toward consumer entertainment, while rewarding the brands, agencies and craftspeople leading the way in their fields.

CATEGORIES

CRAFT

- **Animation**: Most memorable and effective use of animation.
- **Cinematography**: Outstanding artistic or dramatic achievement in cinematography.
- **Direction**: Artistic or dramatic excellence in cinematic direction.
- **Visual effects**: Best showcase of special effects to enhance a film’s message.
- **Emerging technology**: Best use of VR, AR and other emerging viewing technologies.
- **Music & audio**: Best utilization of a song, album or other audio effect to tell a story.

TECHNIQUE

- **Partnerships & integration**: Most effective collaboration between a brand and a media property.
- **Viral**: Creative idea that produced the most buzz on social and traditional media.
- **Influencer**: Most effective use of social media influencer(s) or celebrities to increase reach.
- **Best film on a budget (below $250,000)**: Most impactful film produced on a limited budget.
PRACTICE AREA

- **Employee engagement**: Best use of film for internal purposes to connect with employees.
- **Corporate**: A corporate film that supported a specific goal and delivered significant results.
- **Issues & crisis**: Best use of film to respond to a reputational crisis or social issue.
- **Purpose**: Best film created to highlight brand purpose efforts.
- **Diversity, equity & inclusion**: Most effective film in highlighting DE&I issues and/or impacting society at large.

INDUSTRY SECTORS

- **Automotive/transportation**: Best film by a brand in the automotive or transportation industries.
- **B2B**: Best film for B2B communications, commerce or promotion.
- **Consumer goods**: Most effective film by a CPG brand.
- **Financial services**: Best film in support of a financial services brand or product.
- **Healthcare: Unbranded**: Best creation of awareness of a healthcare issue or disease/condition in regulated markets.
- **Healthcare: Branded**: Outstanding film created as part of a pharmaceutical campaign.
- **Music/entertainment**: Best film to promote a movie, TV show or entertainment including music.
- **Not-for-profit/government**: Best film on behalf of a philanthropic program or government initiative.
- **Sports**: Best use of sports or athletes to deliver a brand or organization’s message.
- **Travel/leisure**: Best film supporting destinations or brands in the travel and leisure industries.
The Brand Film Awards jury comprises top creatives from the worlds of advertising, digital, production, PR, film and media. Jurors will score against innovation, creativity and effectiveness. They will 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 virtual awards on May 25, 2021.
ENTRY REQUIREMENTS

1 Entries are open to any organization in North America and South America. 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 22, 2020, and March 4, 2021*. *A film cannot be entered into the 2021 Brand Film Awards if it was entered into the 2020 Brand Film Awards.

3 For films entered into multiple categories, there will be a discounted entry fee. For example, if you submit a film or series into three categories, the fee would be: $465 + $325 + $325 = $1,115. 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 to at a later date to submit payment. All films must be submitted and paid for by the entry deadline; February 18, 2021. Late entries will be accepted until March 4 with a late fee of $125 applied. 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.
FILM SPECS

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

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.

Size and Format | Dimensions | Aspect Ratio
--- | --- | ---
1GB | 1920 X 1080 RECOMMENDED | 16:9
.MOV .MP4 | 1280 X 720 MINIMUM | 4:3
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 22, 2020, and March 4, 2021.

**What is the cost to enter the Brand Film Awards?**
The fee for entering is $465 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 $325 per entry. For example, if you submit any one film into three categories, the fee would be: $465 + $325 + $325 = $1,115.

**What is the deadline to submit?**
The entry deadline is Thursday, February 18. Late entries will be received until Thursday, March 4. However, entries received after Thursday, February 18, will incur a late fee of $125 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 more than one category, please upload the film(s) separately each time.
ENTRY FORM

TECHNIQUE, PRACTICE AREA AND INDUSTRY 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
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)

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

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