

PRWeek ^{US} campaign **MM+M** PRESENTS
MEDICAL MARKETING AND MEDIA

BRAND FILM AWARDS US

5.25.22

2022 Entry Kit

haymarket

event.brandfilmlive.com

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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 non-fiction 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.

This program is not for TV 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.

Craft

Animation

Most memorable and effective use of animation.

Art direction ***New**

Outstanding overall artistic vision for a project, from set design to costume design and other visual elements.

Cinematography

Outstanding artistic or dramatic achievement in cinematography.

Direction

Artistic or dramatic excellence in cinematic direction.

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.

Visual effects

Best showcase of special effects to enhance a film's message.

Execution

Best film on a budget (below \$250,000)

Most impactful film produced on a limited budget.

Influencer

Most effective use of social media influencer(s) or celebrities to increase reach.

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.

Content Area

Corporate

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

Diversity, equity & inclusion

Most effective film in highlighting DE&I issues and/or impacting society at large.

Employee engagement

Best use of film for internal purposes to connect with employees.

Issues & crisis

Best use of film to respond to a reputational crisis or social issue.

Purpose

Best film created to highlight brand purpose efforts.

Industry Sectors

Automotive/transportation

Best film by a brand in the automotive or transportation industries.

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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: Branded

Outstanding film created as part of a pharmaceutical campaign.

Healthcare: Unbranded

Best creation of awareness of a healthcare issue or disease/condition in regulated markets.

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.

Technology *New

Best film by a brand in the technology sector.

Travel/leisure

Best film supporting destinations or brands in the travel and leisure industries.

Judging

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, 2022.

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 20, 2021, and March 3, 2022. A film cannot be entered into the 2022 Brand Film Awards if it was entered into the 2021 Brand Film Awards.
3. 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.
4. 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: \$475 + \$335 + \$335 = \$1,145. If you are submitting a film or series into multiple categories, please upload the film/s separately each time.
5. All entries must be submitted online at brandfilmawards.secure-platform.com.
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 to at a later date to submit payment. All films must be submitted and paid for by the entry deadline; February 24, 2022. Late entries will be accepted until March 3 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.