



Tuesday, March 8th 2016

## Young Director Award launches for 2016

### NEW CATEGORY ANNOUNCED:

The [Young Director Award](#) [YDA], one of the most prestigious competitions in the advertising calendar, today announces that entries for the 2016 Awards are open (March 14<sup>th</sup>).

The [YDA](#), organised by the [Commercial Film Producers of Europe](#) [CFP-E], began in 1998 and has seen scores of dedicated, ambitious and most of all talented directors recognised at its flagship award show held in Cannes during the Cannes Lions International Festival of Creativity.

Renowned as the most important fringe event at the Lions festival, the [YDA](#) attracts over 400 participants each year and an audience of more than 1,000 people attend the screening and prize-giving.

Entries are now open for the 2016 [YDA](#) and the competition is broken into six regions and 10 categories;

#### Regions:

Europe  
North America  
Latin America  
Asia Pacific  
Africa  
Middle East

#### Categories:

Animation  
Broadcast  
Film School  
Music Video  
Short Film  
Test Commercial  
Art Video  
Web Film  
Charity commercial

As well as the above categories, the YDA announces that this year a new category is added to the event:

## **CHANGING THE WORLD FRAME BY FRAME.**

For further information about YDA please contact:

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Created by [CFP-E](#) president and [YDA](#) chairman, **François Chilot**, together with **BBH co-founder, Sir John Hegarty**, **CHANGING THE WORLD FRAME BY FRAME** aims to give filmmakers a chance to highlight positive and impactful initiatives for global social responsibility.

The [YDA](#) wants to see and share extraordinary filmic stories based around social issues which affect the world. The entries are to highlight stories that cannot be confined to a traditional advertising spot and the [YDA](#) encourages a more documentary approach.

Examples of stories which filmmakers could build their film around are below, but any story which highlights social issues will be accepted.

- Education and its fundamental role in social and economic development
- Clean capitalism
- Smarter cities and more efficient use of natural resources
- Product consumption and how choices impact our health & happiness
- Learning programmes that shape tomorrow's leaders
- Waste reduction and recycling into tomorrow's consumer products
- New career choices towards a sustainable economy
- Future technologies and how they affect societies
- ...

YDA 2016 Schedule:

**CALL FOR ENTRIES: MARCH 14<sup>th</sup> // DEADLINE: MAY 15<sup>TH</sup>**

To enter any of the categories, directors must have no more than three years professional experience and the entered work must be one of the director's first four pieces of work within the category they are entering. A full breakdown of category criteria and entry requirements can be found at <http://youngdirectoraward.com/competition/categories/>.

Entries will be judged by the [YDA](#) jury, made up of producers, copywriters, art directors, industry journalists and fellow directors, and the winners will be announced at the **YDA ceremony on Thursday June 23 at the Marriott Hotel in Cannes.**

For more information about the Awards, the CFP-E and the YDA in general, please visit [youngdirectoraward.com](http://youngdirectoraward.com) or contact Antonin Burbaud: [antonin@youngdirectoraward.com](mailto:antonin@youngdirectoraward.com) or [hello@youngdirectoraward.com](mailto:hello@youngdirectoraward.com)