

PORSCHE
INTERNATIONAL
STUDENT
ADVERTISING FILM
AWARD 2014

*The prizes

All prizes will be awarded by our main sponsor, the Porsche AG.

The winners will each receive a trophy and a monetary award:

First Category

1st prize 3,911 Euro
2nd prize 2,911 Euro
3rd prize 1,911 Euro
Special prize for an international production 911 Euro

Second Category

New Ways Award 2,356 Euro

Special Category „Automobile“

3,918 Euro

*The Application Form

You will find the new application form for the competition on our homepage.
Please check the following link: **www.ad-award.net**

After receiving your signed application form we will give you instructions on how to upload your film submission on a FTP-Server provided by the Film Academy.
The completed and signed application form must be send via e-mail as a pdf-document, by fax or by post:

Filmakademie Baden-Württemberg
„PORSCHE AWARD 2014“
Akademiehof 10
D - 71638 Ludwigsburg / Germany
ad-award@filmakademie.de

Host:

F I L M A K A D E M I E
B A D E N - W Ü R T T E M B E R G

Point of Contact:

Advertising Film Department
Phone: +49(0)7141 - 969 280
Fax: +49(0)7141 - 969 55280
ad-award@filmakademie.de
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Our Partners:



PORSCHE



LUDWIGSBURG



DEUTSCHE WERBEFILMAKADEMIE

Kommunikationsdesign Heide Sam-Duane, Stuttgart

F I L M A K A D E M I E
B A D E N - W Ü R T T E M B E R G



Filmakademie
Baden-Württemberg
presents:

PORSCHE INTERNATIONAL STUDENT ADVERTISING FILM AWARD 2014

What's it all about?

*Who can play?

*The rules of the game

*The jury

*The prizes

*The application form

There are many talented filmmakers out there. Young people with lots of ideas, creative potential and enthusiasm. Sometimes all it takes for them to take the step from mere talent to successful professional is a platform with international appeal, where they can present themselves and their work. If you are one of those promising talents from an international film school, if advertising film is the focus of your studies, and if you enjoy competing with other young filmmakers throughout the world, the PORSCHE INTERNATIONAL STUDENT ADVERTISING FILM AWARD is the ideal platform for you. This competition is hosted by the Baden-Wuerttemberg Film Academy and was initiated in 2004 – in cooperation with Porsche as the main sponsor of this event.

The famous sports car manufacturer Porsche as a globally active company has its headquarters in Stuttgart-Zuffenhausen, close to the Film Academy in Ludwigsburg, and is known worldwide for its exclusive, fast and high quality products - just as we expect the same of the submitted commercials. In the spirit of the classic Porsche 911 sports car, the top four young filmmakers of the classical category will receive cash prizes of EUR 3,911, EUR 2,911, EUR 1,911 and EUR 911. The New Ways Award of EUR 2,356 will be awarded in the second category for all other advertising formats. In the special category „Automobile“ the winner will receive a prize money of EUR 3,918.

Moreover, all winners will receive a trophy in the form of a slingshot - as a symbol that they have „hit the mark“ with their spots.

We would be very happy if you decided to enter the competition and joined the award ceremony on Thursday, the 20th of November 2014, when the selected films are presented and when you get the opportunity to meet and exchange ideas with your fellow competitors. We are looking forward to your contributions and to welcome you to Ludwigsburg.



Prof. Thomas Schadt
Director
Baden-Wuerttemberg Film Academy

*Who can play?

Eligible for application are students from film schools, schools of art and design, apprentices and other young directors in the field of film, television and advertising film throughout the world. The applicant guarantees with his or her signature, that he or she has been active in the free market for no more than two years.

*The rules of the game

Students may enter the following advertising films/formats:
(The advertising formats submitted must have been produced without the assistance or involvement of professionals.)

First Category Classical advertising film formats: Advertising spots for TV, cinema or Internet (Virals included; Social Spots included).
The individual spots must not exceed 90 seconds in length.

Second Category: All other advertising formats (The films/formats must be related/linked to advertising and/or a brand): campaigns consisting of several advertising spots, branded entertainment (e.g. branded short, branded documentary etc.), productions for mobile phones, integrated or social media campaigns, other advertising formats, trailers. Each format must not exceed 5 minutes in length.

The theme of the films in the first and second category can be freely chosen.
Films/formats of both categories must have been produced in 2013/14.

Special Category „Automobile“: There is no limit to creativity. Every idea, every way of realization and EVERY BRAND OF CAR is possible.
The individual spots can be up to 90 seconds in length (classical format), or if the films consist of other advertisement film formats (e.g. branded short, internet version, integrated campaigns) up to a max. length of 3 minutes.
The film/s should have been or should be produced between January 1, 2012 and September 24, 2014.

For the first time, we are opening up all three categories to budding directors, who have been working outside of a filmschool or who have recently graduated. Every director who has been working for less than two years in the free market is allowed to take part.

The sender of the advertising spot(s) or other advertising format(s) guarantees that he is the owner of all rights of use, exploitation rights and all other protection rights (for example with respect to music and rights of third parties) and that he is in possession of prior approval of all concerned authors and copyrights owners and all other participants

in the production and he grants the use of the advertising spot(s) or other advertising format(s) in the course of the event PORSCHE AWARD.

All films/formats of all three categories must be submitted in the original language with English subtitles. You will be able to upload your film submission on a FTP-Server provided by the Film Academy.

The following format is required:

File format: Quicktime H.264 / Frame rate: 25 fps (or original framerate)
Quality: 100% (optimal) / Encoding: VBR, Multipass (best quality)
Data rate: 20.000 KBit / Sound: AAC 256 kbit/s, 48 kHz
Resolution: HD: 1920 x 1080

Deadline for submissions in the first and second category is Friday, 18th of July 2014.

Deadline for submissions in the special category „Automobile“ is Wednesday, 24th of September 2014.

The award ceremony will be held on Thursday, 20th of November 2014.

Please make sure to stick to the above mentioned rules. Otherwise your submission cannot be accepted.

*The jury

A qualified jury from the international advertising industry will choose the shortlist consisting of 10 films respectively formats. This selection is usually made each year until the latest end of September.

The final selection made on the day of the award ceremony will comprise four winners of the first category, one winner of the second category from the shortlist as well as one additional winner of the special category „Automobile“.

The **finalists are invited** to the award ceremony. The host will cover travel and accommodation costs for only one member of the film team.

The members of the jury will personally award the prizes and will be available to answer questions after the ceremony.