

## BACKGROUND

The **PORSCHE INTERNATIONAL STUDENT ADVERTISING FILM AWARD**, in short **PORSCHE AWARD**, was launched in 2004. Since then, the successful international student advertising film competition has been organised by its host, the Filmakademie Baden-Wuerttemberg, and its main sponsor, Dr. Ing. h.c. F. Porsche AG.

Until 2015, the event was annually held at the Filmakademie in Ludwigsburg. Started two years ago, it will be hosted and organised in cooperation with the [British National Film and Television School](#) (NFTS) and the award ceremony from that year on alternate between London (2016) and Ludwigsburg/Stuttgart (2017/2018), thereby emphasising the award's international standard more strongly.

Furthermore, the competition will continue to feature new formats that go beyond the classical advertising film, with submissions of all moving-image formats used in advertisement accepted. Another aspect is the special sponsorship of innovative mobility-related concepts and projects at the PORSCHE AWARD, which puts the spotlight on the theme of "International Mobility", specifically supporting innovative ideas and projects relating to the automobile industry, to other public or private modes of transport (e.g. e-bike/pedelec, electric moped, motorbike, bike, etc.), to car pools (open car pools, car sharing, car2go, DriveNow, etc.) as well as spots on issues relating to modern and connected mobility (e.g. quick-charge station infrastructure, mobility apps and Evopark, etc.).

The **GOAL** of the only international non-profit advertising film competition is to offer young directors of advertising films and their teams (film students as well as other budding directors, who have been working outside of a film school or who have recently graduated) based anywhere in the world the chance to present themselves and their work to experienced trade experts, thereby paving the way to professional and successful filmmaking careers for the committed young teams.

Young advertisement filmmakers may submit their films in the following two categories:

1. **Mobility Category:** Advertisement films related to „Mobility“ theme in classical format up to 90 seconds in length, or in any other format previously mentioned up to three minutes in length. This category emerged from the former automobile category in response to the changing automotive industry.
2. **Classical Category / Other Formats:** Classical advertisement films up to 90 seconds in length. All other advertisement formats including campaigns, branded entertainment, trailers, etc., may be up to three minutes in length.

It has become an annual tradition that [Porsche AG](#), as the eponymous and **MAIN SPONSOR** of the competition and as a globally recognised sports car manufacturer, donates all prizes. In reference to the premium car company's all-time classic model, the Porsche 911, three prizes to the amount of €3,911, €2,911 and €1,911 will be awarded in the mobility category.

Three further prizes of equal value will be given in the classical category / other formats.

The PORSCHE AWARD also offers students and young talents the opportunity to take part in a cultural exchange, since the directors of the ten best advertising films (i.e. the **SHORTLIST**) will be invited to take part in a short programme prior to the award ceremony in Ludwigsburg/Stuttgart or London, where a number of interesting activities are awaiting them, such as a trip to the Porsche factory and Porsche museum and a guided tour of the Filmakademie Baden-Wuerttemberg (in Ludwigsburg), or a visit to Pinewood Studios (in London). The highlight of the stay is the attendance of the award ceremony, which is held in November each year and where the four or five members of the impartial jury will award the much sought-after trophies and prize money.

Over the past few years, talented young filmmakers from the United States of America, Australia, Singapore, Russia, the Netherlands, India, England, Serbia, the Czech Republic, Ireland, Sweden and many other parts of the world have been guests at the Filmakademie Baden-Wuerttemberg. Please follow the link to our “Hall of Fame” (pdf document Shortlist 2004-2017) to see the **SHORTLIST CANDIDATES** from previous years.

The members of the **JURY** also always come from a broad international background and are renowned trade experts (Hall of Fame, pdf Jury 2004-2017), e.g. Dieter Kosslick, director of the International Film Festival Berlin, Lyndy Stout, former editor of the London-based professional trade magazine shots and now editor of OnePointFour, the director Detlev Buck, the well-known German actors Ralph Herforth and Inez Bjørg David, as well as several notable representatives of the advertising industry from London, Paris, Amsterdam and Berlin.

Over the past years the competition has continually expanded and made its mark. For this reason, an increasing **AUDIENCE** that includes members of agencies, advertising film production companies, film and media companies and other industrial firms have decided to join the award ceremony.

Heightened national and international **PRESS COVERAGE** also indicates the growing appeal of the PORSCHE AWARD. Alongside German publications such as the advertising trade magazines Horizont, werben & verkaufen, Blickpunkt Film, Filmecho/Filmwoche and epd Film (film and media trade magazines), and Spiegel Online and Focus Online (nationwide online magazines), shots and Adweek also cover the award regularly.

The PORSCHE AWARD started out as the successor of the **HENNESSY PRIZE**, which was founded in 1989 by the “Initiative Junger Werbefilm” (Young Advertising Film Initiative) in Munich. Until 2000, young students from all over Germany were called upon annually to submit their advertising spots, which were produced especially for the competition. The goal of the Hennessy Prize was to encourage the students to engage in commercials and to persuade colleagues that the advertising film is a discipline no less worthy than the documentary or fiction film. The PORSCHE AWARD remains true to this goal, however – unlike the Hennessy Award – not on a national, but on a broad international scale with participants, jury members and audiences from all over the world.