

## BACKGROUND

The **Porsche Awards - for young talents in advertising**, (former PORSCHE INTERNATIONAL STUDENT ADVERTISING FILM AWARD), was launched in 2004. Since then, the successful advertising competition has been organized 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. 2016 to 2019 it was hosted and organized in cooperation with the [British National Film and Television School](#) (NFTS). In order to emphasize the award's international standard more strongly, the award ceremony was held in London in 2016 and 2019. In 2021 the ceremony will take place in Ludwigsburg.

Furthermore, the competition will continue to feature new formats that go beyond the classical advertising film, with submissions of all advertising formats being accepted.

The **GOAL** of the only international non-profit advertising competition is to offer young talents in advertising 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 careers for the committed young teams.

Young advertising talents may submit their work in the following three categories:

### **Category 1: Short Advertising Content**

Alternative advertising (film) formats and classic advertising spots **up to a length of 60 seconds**.

Above all, this is for the new creative formats for social media and the like (see below), as well as classic TV and cinema spots.

Format options:

TV/cinema and online spots, viral spots, campaigns, films and campaigns for social networks or for mobile phones, interactive formats, apps, trailers, virtual reality projects, augmented reality projects, experimental projects, documentary advertising film spots, mockumentaries, branded events, showcases, games, etc.

The submitted film/format/project must feature a communication/message relating to a product, brand, consignor, institution and the like.

## Category 2: Long Advertising Content

Advertising (film) formats **up to a length of 10 minutes**.

This is the category for branded short films and short films with a promotional background.

Format options:

Short films with an advertising/communication message, branded entertainment projects (branded short, branded event, branded game, etc.), documentary advertising film formats, mockumentaries, campaigns, films and campaigns for social networks or for mobile phones, interactive formats, apps, trailers, virtual reality projects, augmented reality projects, experimental projects, showcases, games, etc.

The submitted film/format/project must feature a communication/message relating to a product, brand, consignor, institution or the like.

## Category 3: Driven by Dreams

Films/projects of **up to 10 minutes** and other (online) formats are eligible in this category.

The “Driven by Dreams” category is for films and formats that get us dreaming of a better world. Films and formats for progress, for environmental awareness and for sustainability, social spots or projects with the nature of an appeal. Projects that inspire us to see the world differently, to think in more progressive ways, or to work for a social cause.

Format options:

TV/cinema and online spots, viral spots, social spots/films, campaigns, films and campaigns for social networks or for mobile phones, interactive formats, apps, trailers, virtual reality projects, augmented reality projects, experimental projects, showcases, games, etc., short films with an advertising/communication message, branded entertainment projects (branded short, branded event, branded game, etc.), documentary formats, mockumentaries.

The focus in this category is on a strong statement, a persuasive stance/worldview or an appeal. The submitted project must feature a communication/message, ideally relating to a product, brand, consignor, institution or the like. However, a message can also be the (communication) statement in this category.

It has become an annual tradition that Porsche AG, as the eponymous and **MAIN SPONSOR** of the competition and as a globally recognized 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 4.911 € will be awarded, one in each category.

The Porsche Awards also offers students and young talents the opportunity to take part in a cultural exchange, since one team member of each nominated project (i.e. the **SHORTLIST**) will be invited to take part in a short programme prior to the award ceremony, where an organized programme awaiting them. The highlight of the stay is the attendance of the awards ceremony, which is held in April 2021 and where the 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 Porsche Awards. Please follow the link to our “Hall of Fame” (pdf document Shortlist 2004-2019) 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 2004-2019), 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, Daniel Bergmann, president of stink films, as well as several notable representatives of the advertising industry from London, Paris, Amsterdam, Berlin and other places in Europe and the world.

Over the past years the competition has continuously 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 from Germany in Europe have decided to join the award ceremony.

Heightened national and international **PRESS COVERAGE** also indicates the growing appeal of the Porsche Awards. Alongside German publications such as the advertising trade magazines Horizont, W&V, Blickpunkt Film, Filmecho/Filmwoche, epd Film (film and media trade magazines), and Spiegel Online and Focus Online (nationwide online magazines), shots and 1.4 e.g. also cover the awards regularly.

The Porsche Awards 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 Awards remains true to this goal, however – unlike the Hennessy Award – not on a national, but on a broad inter- national scale with participants, jury members and audiences from all over the world.