



FILMAKADEMIE  
BADEN - WÜRTTEMBERG

**NFTS**

NATIONAL  
FILM AND  
TELEVISION  
SCHOOL



ELIGIBILITY REQUIREMENTS  
RULES OF THE COMPETITION

**PORSCHE**

INTERNATIONAL  
STUDENT  
ADVERTISING FILM  
AWARD **2017**



**PORSCHE**

# 1. ELIGIBILITY REQUIREMENTS

## WHO CAN ENTER?

Students from film schools, schools of art and design, apprentices, graduates and other budding directors in the field of film, television or advertising film throughout the world are eligible.

We expect our participants, be they students or other young talents, to submit projects they have created as independently as possible, with next to no professional assistance. In any case, it is vital to the fairness of the competition that no copyrights are infringed in any way and that the legal situation is settled and transparent. For further information please see point 2 in the “Rules of the competition”.

Graduates or other budding directors confirm with their signature that they have been active in the free market for no more than three years.

## HOW DO YOU ENTER?

Students/graduates/other budding directors not associated with a film school may enter the following advertising films/formats:

### MOBILITY CATEGORY:

- 1.) Automobile spots (any car brand possible)
- 2.) Spots for other public or private modes of transport (e.g. e-bike/pedelec, electric moped, motorbike, bike, etc.) or for car pools (open car pools, car sharing, car2go, DriveNow, etc.)
- 3.) Spots on issues relating to modern and connected mobility (e.g. quick-charge station infrastructure, mobility apps and Evopark, etc.)

In light of the transformation in the auto industry, Porsche is further developing the Porsche Award and will in future be awarding prizes in the “Mobility Category”. Alongside the move towards electric mobility, in the future new areas will be opening up which will fundamentally affect cars and how we use them. Therefore, from this year we also welcome the submission of films about the cutting-edge connected mobility of the future. New approaches, climate change, technical progress, the booming populations of our cities and associated future innovations in the mobility market all call for a reflection about personal lifestyles, transport and the possibilities of mobility.

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 maximum of 2 minutes.

### CLASSICAL CATEGORY/OTHER FORMATS:

1.) 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.

2.) 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 3 minutes in length. **Please note:** Do not submit any short films that are NOT related or linked to advertising, a brand, an advertised topic or similar.

The theme of the films in both categories can be freely chosen. Submissions in the mobility category do not have to involve the “Porsche” brand. Films/formats of both categories must have been produced in 2016/17. In the mobility category you can also enter film/s from 2015.

The completed and signed application form must be sent by e-mail as a pdf-document.

After receiving your signed application form, we will e-mail you instructions on how to upload your film to an FTP server provided by us. All films in the original language with English subtitles must be prepared with the following properties:

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: 1920x1080

The deadline for submissions in both categories is **MONDAY, 17 JULY 2017**.

The award ceremony will be held on **TUESDAY, 21 NOVEMBER 2017**, in Ludwigsburg at Filmakademie Baden-Wuerttemberg.

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

## THE JURY

A qualified jury from the international advertising industry will choose the shortlist consisting of 10 films in each format. This selection is usually made by the end of September each year at the latest.

The final selection will be made shortly before the award ceremony. It will comprise three winners from the automobile category and three winners from the classical category (classical spots and other formats), all included on the shortlist.

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

## THE PRIZES

All prizes will be awarded by our main sponsor, Porsche AG. The winners will each receive a trophy and a monetary award:

### MOBILITY CATEGORY

1st prize €3,911  
2nd prize €2,911  
3rd prize €1,911

### CLASSICAL CATEGORY/OTHER FORMATS

1st prize €3,911  
2nd prize €2,911  
3rd prize €1,911

## 2. RULES OF THE COMPETITION

### DECLARATION AND GRANTING OF RIGHTS; INDEMNIFICATION

The submitter of the advertising spot(s)/format(s) guarantees that he or she is the owner of all usage and exploitation rights, as well as all other protection rights (for example with respect to music and the rights of third parties) or that he or she has otherwise obtained the prior consent of all authors, copyright holders and all other participants in the production, and they permit the use of the advertising spot(s) as part of the PORSCHE AWARD.

The submitter grants the Filmakademie Baden-Wuerttemberg, as the organiser of the PORSCHE AWARD, non-exclusive right to use, present, broadcast, reproduce, distribute, play, perform and visualise the advertising spot, this usage right being unrestricted as regards time, content or place. This includes in particular the right to show the advertising spot publicly as part of the award ceremony. Further, the right is granted to make the spot publicly accessible in electronic form on the internet, this right being unrestricted as regards time or place. The submitter also permits the Filmakademie to show their spot as well as him/her or one or more members of their respective team for TV and radio broadcasting purposes. This includes footage filmed and photos shot during the award ceremony.

The student agrees that their film, all information about the film or information about the student will be published in whole or in part through the following media (e.g.):

- [www.ad-award.net](http://www.ad-award.net) (linked to [www.filmakademie.de](http://www.filmakademie.de))
- [www.facebook.com/pages/PORSCHE-AWARD/83798598706](https://www.facebook.com/pages/PORSCHE-AWARD/83798598706)
- <https://www.facebook.com/filmakademiebw>
- <https://vimeo.com/porscheaward>
- <https://nfts.co.uk/>
- <https://www.facebook.com/pages/National-Film-and-Television-School/112129575470095?fref=ts&rf=108100072552130>
- Porsche AG's employee television channel - Carrera TV
- Porsche AG's magazine - Christophorus
- [www.shots.net](http://www.shots.net) (partner of the PORSCHE AWARD)
- [www.onepointfour.co](http://www.onepointfour.co) (partner of the PORSCHE AWARD)

These are the most popular online media where the film and further information will be published. Further online media sites may be added (for example media operated by Porsche AG, etc.).

The submitter is solely liable in the case that the rights of third parties are infringed as a result of showing, publishing or distributing the spot as part of the PORSCHE AWARD. The submitter fully indemnifies the Filmakademie Baden-Wuerttemberg and the National Film and Television School from and against any and all claims brought by third parties.

The Filmakademie Baden-Wuerttemberg is the main host of the Porsche International Student Advertising Film Award. The National Film and Television School (NFTS) is the co-host and co-organiser of the 2016-2018 Awards.

Thus, both universities are jointly and severally liable for all damages resulting from the event or that arise from its realization within the applicable legal framework (Section 823 of the German Civil Code [BGB]).

The main sponsor of the event, namely Porsche AG, is expressly exempted from all potential damages and claims from third parties (as outlined above).

**HOST:**



**CO-HOST:**



**MAIN SPONSOR:**



**PORSCHE**

**POINT OF CONTACT:**

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