

## **PORSCHE AWARDS 2022**

### **for young talents in advertising**

#### **1. CONDITIONS OF PARTICIPATION**

##### **WHO CAN ENTER?**

Students from film schools, schools of art and design, apprentices, graduates and other budding directors in the field of film, television, advertising film and advertising in general throughout the world who have been on the market for less than 2 years.

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: "Rights and Publication".

The submitted films must have been produced in 2020/2021 and must not have been submitted to the Porsche Awards in any previous year.

##### **WHAT DO YOU ENTER?**

Students/graduates/other budding directors or young talents not associated with a film school or other advertising school may enter the following advertising projects:

#### **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, institution and others.

#### **Category 2: Long Advertising Content**

Advertising (film) formats **up to a length of 20 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, institution and others.

### Category 3: Driven by Dreams

Inspiring Films/projects of **up to 20 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 film 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, institution and others. However, a message can also be the (communication) statement in this category.

### HOW DO YOU ENTER:

Films/projects can only be entered once. If your project didn't win, you are not allowed to enter it again in another year. The theme of the projects in the three categories can be freely chosen, which means the spec spots/projects do not need to have been commissioned by a customer/brand.

Films/projects in a language other than English must be submitted with English subtitles. All films 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

If you want to submit a format other than film, please contact us at [porsche-awards@filmakademie.de](mailto:porsche-awards@filmakademie.de).



## DEADLINE OF SUBMISSIONS AND AWARDS CEREMONY:

The deadline for submissions in all categories is **31 December 2021**.

The awards ceremony will be held on **24 May 2022** at the Filmakademie in Ludwigsburg.

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

## THE JURY:

The shortlist will be chosen by an expert jury made up of representatives of the international advertising industry.

This selection is usually made approx. 6–8 weeks before the ceremony.

The final selection (winners) will be made shortly before the awards ceremony. It will comprise one winner from each category.

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

## THE PRIZES:

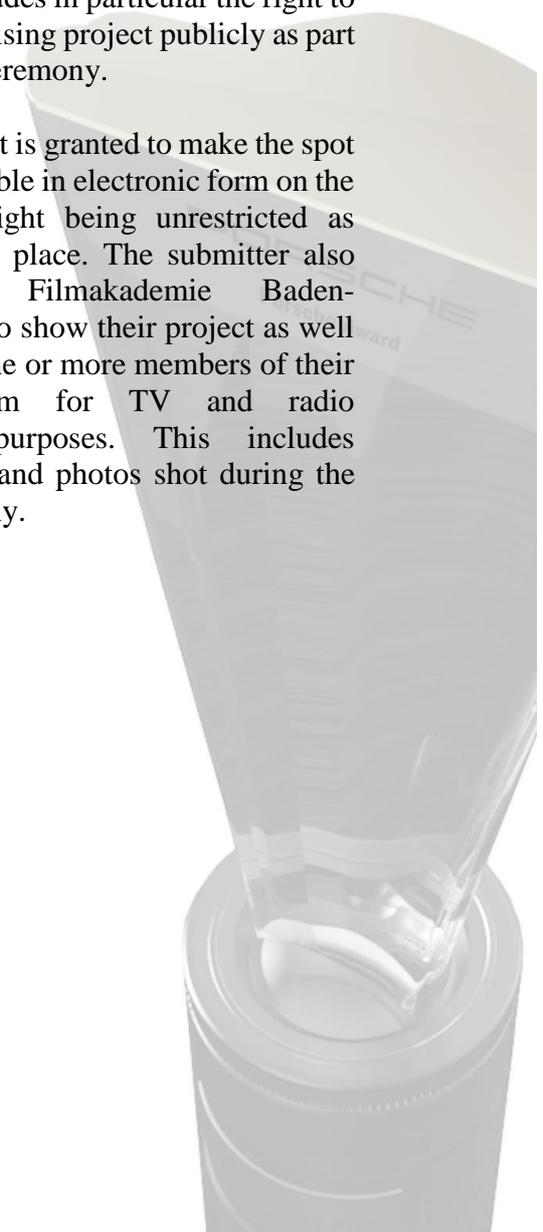
All prizes will be awarded by our main sponsor, Dr. Ing. h.c. F. Porsche AG. The winners in each category will each receive a trophy and a financial prize of 4,911 €.

## 2. RIGHTS AND PUBLICATION

The submitter of the advertising spot(s)/format(s)/project(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 project(s) as part of the Porsche Awards.

The submitter grants the Filmakademie Baden- Wuerttemberg, as the organizer of the Porsche Awards, the non- exclusive right to use, present, broadcast, reproduce, distribute, play, perform and visualize the advertising project, this usage right being unrestricted as regards time, content or place. This includes in particular the right to show the advertising project publicly as part of the awards 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 Baden- Wuerttemberg to show their project 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 awards ceremony.



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

- porsche-awards.com (linked to filmakademie.de)
- facebook.com/porscheawards
- facebook.com/filmakademiebw
- vimeo.com/porscheawards
- Youtube
- [https://www.instagram.com/filmakademie\\_bw/](https://www.instagram.com/filmakademie_bw/)
- Porsche AG's employee television channel
- Carrera TV
- Porsche AG's magazine - Christophorus
- shots.net (partner)
- onepointfour.co (partner)

These are the most popular online media where the film/project and further information will be published. Further online media sites may be added (for example new social media sites founded by the Filmakademie, media operated by Porsche AG, social media sites of further media partnerships, etc.).

The submitter and his/her team gives his/her/their consent for the publication of pictures taken of him/her/them during the Porsche Awards and all associated events.

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 Awards. The submitter fully indemnifies the Filmakademie Baden-Wuerttemberg from and against any and all claims brought by third parties.

The Filmakademie Baden- Wuerttemberg is the main host of the Porsche Awards and 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 Dr. Ing. h.c. F. Porsche AG, is expressly exempted from all potential damages and claims from third parties (as outlined above).

