

19TH INDIAN FILM FESTIVAL STUTTART 2022

ENTRY FORM FOR ADVERTISING FILMS

1. TVC (TV Commercial)

TITLE OF THE TVC (in the language of origin)

In English (if different to the language of origin):

CATEGORY

Category of the TVC:

CLIP LANGUAGE

Original language of the TVC:

Subtitles:

N.B. Screened clip must have English or German subtitles.

CLIP RUNNING TIME

Seconds: _____ (max. 180 sec)

DATES OF RELEASE

2. TECHNICAL FEATURES

ORIGINAL FORMAT

- 16mm 35mm
 Video HD (High Definition)
 Other _____

PRESENTATION FORMAT

- HD-File (H.264 format / 25p)

SCREEN RATIO

HD-File

- 1:1.37 1:1.66
 1:1.85 (flat) 1:2.35 (cinemascope)

SOUND FORMAT

HD-File

- Silent Mono (format 01)
 Dolby Stereo Type A (format 04)
 Dolby Stereo Type SR (format 05)
 Dolby Digital (format 10)
 Dolby THX (format 11)

3. STATUS

FESTIVALS

Has this TVC been submitted to other festivals.

- Yes No

If yes, please indicate which festivals the TVC has been submitted to:

Awards won at these festivals:

N.B. If necessary please add all festivals and awards at an extra list.

4. PRODUCTION, AGENCY AND CLIENT

COMPANY NAME

Permanent address for correspondence:

Producer:

Telephone: _____

Email: _____

Domain: _____

CREDITS

(Specify exact function if different)

Production:

Direction:

Copywriter/creative director:

Camera:

Set Design:

Animation:

VFX:

Editing:

Music:

STOCK FOOTAGE

(If archival or stock footage was used, please specify)

LEAD AGENCY

(If an agency was commissioned by the client with the conception)

Company name:

Permanent address for correspondence:

Producer:

Telephone: _____

Email: _____

Domain: _____

CLIENT / PRODUCT

(The company that commissioned the TVC)

Company name:

Product being promoted:

Marketing Director:

Permanent address for correspondence:

Producer:

Telephone: _____

Email: _____

Domain: _____

Description of the conceptual idea and implementation

SYNOPSIS

Please write a short text of (max. 800 characters + spaces) for promotion in the programme booklet and on the festival website.

5. HYBRID/ONLINE FESTIVAL

Due to Covid 19 and the impact on film festivals, the Indian Film Festival 2021 has taken place online.

No solid assessment is yet possible for July 2022. Would you in principle make your film available to an online/hybrid variant? (The film is only accessible via pay barrier, blocked, not downloadable and for a limited time).

- Yes
- No

6. DOCUMENTATION

Please include the following items with this Submission Form:

- TVC (HD-File H.264 format / 25p)
- Long & short Synopsis in English
- Three captioned, horizontal-format stills from the film (300 dpi) via download or E-Mail.
- Principal cast and crew list

7. DECLARATION

THE TVC LISTED IN SECTION 1 HAS BEEN SUBMITTED FOR THE CONSIDERATION WITH THE KNOWLEDGE AND CONSENT OF THE PRODUCER(S) LISTED IN SECTION 4 OF THIS FORM BY:

Name:

Address for correspondence:

Telephone: _____

Email: _____

The Indian Film Festival Stuttgart is organized and hosted by the Filmbuero Baden-Wuerttemberg e.V. The Filmbuero Baden-Wuerttemberg e.V. is a non-profitable, charitable, cultural and educational organization devoted to celebrating excellence in film and the moving image.

I ACCEPT RESPONSIBILITY for the accuracy of the information supplied in sections 1-6 and I authorize the Festival to reproduce company contact information in its publications exactly as supplied below. The Filmbuero Baden-Wuerttemberg collects personal information supplied in the application solely to facilitate management and administration of its activities and responsibilities as it relates to the film being submitted. The Filmbuero Baden-Wuerttemberg safeguards this personal information against loss, theft and unauthorized access or disclosure. By supplying this personal information you consent to its use.

Date, Stamp, Signature

CONTACT

Please send your full and signed (Page 3 and 4) submission for selection to us via Email:

Filmbuero Baden-Wuerttemberg e.V.
Mr. Oliver Mahn
Head of Programme

e-mail: programm@filmbuerobw.de
FON: +49 (0)711 22 10 67

Please note: submission form, pictures, synopsis must be send via e-mail

GENERAL INFORMATION

1. GENERAL INFORMATION

Telling an idea in a few seconds and conveying a message that motivates customers to buy a product is a fine art.

The Advertising Film Competition is part of the 'Making of Indian Cinema...' section. In addition to the main programme of the Indian Film Festival Stuttgart with feature films, short films and documentaries, the German audience will get an insight into the work of the Indian advertising film industry: what appeals to Indian consumers, what messages they perceive and what is important for the acceptance of a product?

What we are looking forward to:

We are looking for commercials that promote Indian products or services to the Indian market and Indian customers. The evaluation will be based on how original the concept is. The more unusual, funny, ludicrous, bizarre, flashy and shrill a realisation is, the better.

2. DATES

The 19th Indian Film Festival Stuttgart will be held from 20st to 24th July 2022

3. SUBMISSION GUIDELINES

The following are entitled to submit:

1. advertising film production companies headquartered in India
2. advertising film producers with headquarters in India
3. lead agencies with headquarters in India
4. clients (companies) with headquarters in India

The requirement is that the advertising film has been produced on behalf of a company and has already been published at the time of submission. Multiple clips can also be submitted. Please use a separate submission form for each submission.

The advertising clips can only be submitted as a file via WeTransfer.

Length: up to a maximum of 180 seconds (without credits).

Production year: the films must not be older than 1.5 years. Deadline is 1st January 2021

Submission format: HD file H.264 format / 25p

Subtitles: The TVC should be in their original language but must have English or German subtitles

Submission fee:

The submission fees are 50 €. For the first competition in 2022 the submission fee will **not** be charged.

Selection

All submitted TVCs will be watched and rated by an internal selection committee. This committee will select the clips that will be screened at the festival.

In a second step the selection committee will determine clips running in competition.

Please note: A film selected for the festival is not running in competition automatically.

4. DEADLINES

The submission deadline for 2022 is **6th May 2022**. The festival is not obliged to accept late entries. Submitted films will be notified whether they were selected or not at the end of May 2022.

5. AWARD

1. One award will be given as German Star of India in the category TV Commercial
2. The award goes to the production company that produced the TVC
3. The award is endowed with 500 €
4. The award winners will receive a certificate
5. The award-winning TVC will be published on our website and announced with all award winners of the festival

6. FILM SCREENING

The nominated advertising films will be screened at the 19th Indian Film Festival Stuttgart 2022.

7. JURY, AWARD AND PRIZE MONEY

A jury of experts consisting of at least three members will select the award winners from the nominated films.

The award ceremony will take place during the 19th Indian Film Festival Stuttgart on Sunday, 24th July 2022. Should no live festival be possible in Germany due to the Corona crisis, the award ceremony will be recorded and published online.

8. PLEASE NOTE

Participation in the 2022 Indian Film Festival Stuttgart implies acceptance of the rules and regulations by producers and their agents.

Travel to and from Germany, other travel costs, accommodation and expenses will not be covered. The festival does not pay screening fees.

9. SIGNATURE

Herewith I confirm that I have read and understood the regulations above and that I do consent to them.

Signature

Date