

# 21<sup>st</sup> INDIAN FILMFESTIVAL STUTTGART 2024

17<sup>TH</sup> - 21<sup>ST</sup> JULY

## ENTRY FORM FOR ADVERTISING FILMS (TVC)

### 1. TVC (TV Commercial)

#### 1.1 TITLE OF THE TVC

In the language of origin:

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

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#### 1.2 CATEGORY OF THE TVC

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#### 1.3 CLIP LANGUAGE

Original language of the TVC:

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#### 1.4 SUBTITLES

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Screened clips must have English or German subtitles.

#### 1.5 CLIP RUNNING TIME

Seconds: \_\_\_\_\_ (max. 180 sec)

#### 1.6 DATE OF RELEASE

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### 2. TECHNICAL FEATURES

#### 2.1 ORIGINAL FORMAT

- 16mm  
 35mm  
 Video HD (High Definition)  
 Other: \_\_\_\_\_

#### 2.2 PRESENTATION FORMAT

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

#### 2.3 SCREEN RATIO *HD file*

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

#### 2.4 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)

- Dolby Atmos

- Other: \_\_\_\_\_

Films can originate in any format at the discretion of the filmmaker. For presentation purposes during the Festival, however, the work must be finished to a format supported by the Festival.

### 3. STATUS

#### 3.1 FESTIVALS

Has this TVC been submitted to other festivals?

- Yes     No

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

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Awards won at these festivals:

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If necessary please add all festivals and awards on an extra list.

### 4. PRODUCTION, AGENCY AND CLIENT

#### 4.1 PRODUCTION COMPANY

Name: \_\_\_\_\_

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Permanent address for correspondence:

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Producer: \_\_\_\_\_

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Telephone: \_\_\_\_\_

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Email: \_\_\_\_\_

Domain: \_\_\_\_\_

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**4.2 CREDITS**

(Specify exact function if necessary)

Production:

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Direction:

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Copywriter/creative director:

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Camera:

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Set Design:

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Animation:

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VFX:

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Editing:

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Music:

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**4.3 STOCK FOOTAGE**

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

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**4.4 LEAD AGENCY**

(In case an agency was commissioned by the client with the conception)

Agency name:

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Permanent address for correspondence:

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Producer:

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Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Domain: \_\_\_\_\_

**4.5 CLIENT / PRODUCT**

(The company that commissioned the TVC)

Company name:

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Product being promoted:

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Marketing Director:

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Permanent address for correspondence:

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Producer:

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Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Domain: \_\_\_\_\_

## 5. SUBMISSION GUIDELINES

### 5.1 ELIGIBILITY REQUIREMENTS

The following are entitled to submit:

1. advertising film production companies head-quartered 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 TVC must have been produced on behalf of a company and already been published at the time of submission. Multiple clips can be submitted, please use a separate submission form for each submission.

The TVCs can only be submitted 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 1<sup>st</sup> January 2023
- **Submission format:** HD file H.264 format / 25p
- **Subtitles:** The TVC should be in their original language but must have English or German subtitles.

### 5.2 DESCRIPTION OF THE CONCEPTUAL IDEA AND IMPLEMENTATION

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### 5.3 DOCUMENTS TO BE SUBMITTED

Please note that the film submission is only complete if all documents listed here have been submitted. As long as the submission is incomplete, the film will not be considered for selection or previewed by the Programme Committee.

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

- Please also note section 10.4.

#### Synopsis in English

- (continuous text / 500 characters with spaces)

#### Five captioned, horizontal-format stills from the TVC (300 dpi) via download or E-Mail.

- If photographs are not available at the time of submission, they will be requested immediately upon selection. All pictures need to be in printable resolution (300 dpi) and free of any restrictions. Images are published in our programme booklet, catalogue and online on our website. Furthermore, film stills and portraits will be released to the press, on social media and other distributors to promote the festival.

#### Principal cast and crew list

### 5.4 HYBRID/ONLINE FESTIVAL

We reserve the option to offer an online section of the festival parallel to the film screenings in the cinema. 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 only).

Yes    No

### 5.5 SYNOPSIS

Please write a short text of (max. 500 characters + spaces) for promotion in the programme booklet and on the festival website.

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### 5.6 SEND YOUR SUBMISSION TO:

Please send your full and signed submission form, pictures, synopsis and CV for selection via e-mail to: [programm@filmbuerobw.de](mailto:programm@filmbuerobw.de).

## 6. DECLARATION AND SIGNATURE

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: \_\_\_\_\_

**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.

Herewith, I confirm that I have read and understood the regulations above and on the following page and that I do consent to them. With my signature I officially submit the film to the 21st Indian Film Festival Stuttgart 2024:

\_\_\_\_\_  
Date, Stamp, Signature

## 7. GENERAL INFORMATION

### 7.1 OBJECTIVE

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, which messages do they perceive and what is important for the acceptance of a product?

### 8.2 WHAT WE ARE LOOKING FOR:

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.

### 7.3. DATES

The 21<sup>st</sup> Indian Film Festival Stuttgart will be held from 17<sup>th</sup> to 21<sup>st</sup> July 2024.

### 7.4 SELECTION

All submitted TVCs will be reviewed and rated by the Programme Committee. The Programme Committee will select the clips that will be screened at the festival.

In a second step the Programme Committee will determine clips running in competition.

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

### 7.5 AWARD

The Festival awards prizes in the following categories:

1. German Star of India (Feature Film Award), endowed with 2,000 €
2. Best Documentary Award, endowed with 1,000 €
3. Best Short Film Award, endowed with 1,000 €
4. Director's Vision Award (prize for outstanding social or political dedication within a film)
5. Audience Award, endowed with 1,000 € (all films selected for the festival are running in the competition for the Audience Award)
6. Best TVC Award, endowed with 500 €

### 7.6 JURY, AWARD CEREMONY 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 21<sup>st</sup> Indian Film Festival Stuttgart on Sunday, 21<sup>st</sup> July 2024.

### 7.7 DEADLINES

The submission deadline for 2024 is **29<sup>th</sup> february 2024**. The Festival is not obliged to accept late entries. Filmmakers will be informed whether their film was selected or not until the end of June 2024.

### 7.8 FILM SCREENING

The nominated TVCs will be screened at the 21<sup>st</sup> Indian Film Festival Stuttgart 2024.

### 7.9 FESTIVAL ATTENDANCE

The selection of a TCV does not imply that Filmbuero Baden-Wuerttemberg is covering the filmmakers' or producers' travel expenses.

Travel expenses will only be covered if the filmmakers receive a separate invitation by the festival director.

### 7.10 FEES

The Festival does not charge submission fees.

The Festival does not pay any screening fees.

### CONTACT

Filmbuero Baden-Wuerttemberg e.V.  
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Festival Director / Head of Programme  
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70174 STUTTGART, Germany  
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