

21st INDIAN FILMFESTIVAL STUTTGART 2024

17TH - 21ST JULY

ENTRY FORM FOR ADVERTISING FILMS (TVC)

1. TVC (TV Commercial)

1.1 TITLE OF THE TVC

In the language of origin:

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

1.2 CATEGORY OF THE TVC

1.3 CLIP LANGUAGE

Original language of the TVC:

1.4 SUBTITLES

Screened clips must have English or German subtitles.

1.5 CLIP RUNNING TIME

Seconds: _____ (max. 180 sec)

1.6 DATE OF RELEASE

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:

Awards won at these festivals:

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

4. PRODUCTION, AGENCY AND CLIENT

4.1 PRODUCTION COMPANY

Name: _____

Permanent address for correspondence:

Producer: _____

Telephone: _____

Email: _____

Domain: _____

4.2 CREDITS

(Specify exact function if necessary)

Production:

Direction:

Copywriter/creative director:

Camera:

Set Design:

Animation:

VFX:

Editing:

Music:

4.3 STOCK FOOTAGE

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

4.4 LEAD AGENCY

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

Agency name:

Permanent address for correspondence:

Producer:

Telephone: _____

Email: _____

Domain: _____

4.5 CLIENT / PRODUCT

(The company that commissioned the TVC)

Company name:

Product being promoted:

Marketing Director:

Permanent address for correspondence:

Producer:

Telephone: _____

Email: _____

Domain: _____

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 21st Indian Film Festival Stuttgart will be held from 17th to 21st 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 4,000 €
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 21st Indian Film Festival Stuttgart on Sunday, 21st July 2024.

7.7 DEADLINES

The submission deadline for 2024 is **29th 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 21st 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

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