

# ENTRY KIT



Cannes  
Corporate Media & TV Awards

# Table of Contents

|                                                                               |    |
|-------------------------------------------------------------------------------|----|
| Overview                                                                      | 03 |
| Key Dates                                                                     | 03 |
| Entry Fees                                                                    | 04 |
| Categories                                                                    | 06 |
| • A. Corporate Films and Videos                                               | 06 |
| • B. Corporate Online Media                                                   | 07 |
| • C. Documentaries and Reports (TV, Online, Cinema)                           | 07 |
| • D. Production Arts & Crafts (only if already submitted in other categories) | 08 |
| • E. Students                                                                 | 08 |
| Regulations and Requirements                                                  | 09 |
| Jury                                                                          | 10 |
| Awards                                                                        | 11 |
| Submission Process                                                            | 14 |
| Payment Process                                                               | 17 |
| Guidelines for Entering                                                       | 18 |
| Recommendations for Entering                                                  | 18 |
| Common Entry Errors and How to Avoid Them                                     | 20 |



## Overview

The Cannes Corporate Media & TV Awards annually honor the world's finest corporate films, online media productions as well as documentaries and reports in one of the most important film centers of the world: in Cannes, France.

The competition is open to film producers and filmmakers, client companies, agencies, TV stations, film schools and students.

## Key Dates

Call for Entries: January 4, 2024

Early Bird Deadline: February 6, 2024

Official Deadline: May 28, 2024

Final Deadline: June 26, 2024 (late fee period)

## Entry Fees

### Early bird discount:

For all submissions received by February 6, 2024, there is an early bird discount of 10% on the total submission fees.

### Single entries:

| Categories                    | Entry fee until official deadline: May 28, 2024 | Late fee until: June 26, 2024 |
|-------------------------------|-------------------------------------------------|-------------------------------|
| A. Corporate Films and Videos | €325 / €295 *                                   | €350 / €320 *                 |
| B. Corporate Online Media     | €325 / €295 *                                   | €350 / €320 *                 |
| C. Documentaries and Reports  | €325 / €295 *                                   | €350 / €320 *                 |
| D. Production Arts & Crafts   | €215                                            | €215                          |
| E. Students **                | €120                                            | €120                          |

\* Starting from the second submission or category there is a quantity discount of €30 each.

\*\* The upload of a confirmation of enrollment is required.

## Series entries:

| Categories                    | Entry fee until official deadline: May 28, 2024 | Late fee until: June 26, 2024 |
|-------------------------------|-------------------------------------------------|-------------------------------|
| A. Corporate Films and Videos | €795                                            | €820                          |
| B. Corporate Online Media     | €795                                            | €820                          |
| C. Documentaries and Reports  | €795                                            | €820                          |
| D. Production Arts & Crafts   | €795                                            | €795                          |
| E. Students **                | €120                                            | €120                          |

\*\* The upload of a confirmation of enrollment is required.

All prices are per submission or category.

Important for EU countries: As the invoices are issued by the FilmService International office in Austria, entrants from EU countries must indicate their VAT number in order to get an invoice without VAT.

20% VAT will be charged for entries from Austria.

If already submitted works are withdrawn by the entrant, the entry fees will not be reimbursed.

## Categories: A. Corporate Films and Videos

|     |                                                                            |                                                                                                                                                                                                                                                                                         |
|-----|----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | Corporate Image Films                                                      | Films produced to display the corporate image of a company.                                                                                                                                                                                                                             |
| 2.  | Marketing Communication                                                    |                                                                                                                                                                                                                                                                                         |
|     | a. Marketing Communication – B2B                                           | Films produced for business-to-business marketing purposes.                                                                                                                                                                                                                             |
|     | b. Marketing Communication – B2C                                           | Films produced for business-to-consumer marketing purposes.                                                                                                                                                                                                                             |
| 3.  | Informational Films and Explanatory Videos                                 | Films produced to inform and educate the viewer.                                                                                                                                                                                                                                        |
| 4.  | Internal Communication                                                     | Films used for internal purposes and to connect with employees or stakeholders (history of the organization, safety videos, etc.).                                                                                                                                                      |
| 5.  | Integrated Communication                                                   | Films produced as part of a larger communication campaign. Please note: You will be asked to include a brief overview of the campaign with background material for evaluation by the jury.                                                                                              |
| 6.  | Human Resources                                                            | Films produced for recruitment purposes and to connect with potential employees (activities for recruitment, employer branding, personalities / portraits, etc.).                                                                                                                       |
| 7.  | Corporate Social Responsibility                                            | Films produced to highlight or explain CSR activities (diversity, inclusion, etc.).                                                                                                                                                                                                     |
| 8.  | Environmental Issues and Sustainability                                    |                                                                                                                                                                                                                                                                                         |
| 9.  | Fundraising and Non-profit                                                 |                                                                                                                                                                                                                                                                                         |
| 10. | Technology, Research and Development                                       |                                                                                                                                                                                                                                                                                         |
| 11. | Health, Medicine and Life Sciences                                         |                                                                                                                                                                                                                                                                                         |
| 12. | Tourism Films                                                              |                                                                                                                                                                                                                                                                                         |
|     | a. Destinations – Cities                                                   |                                                                                                                                                                                                                                                                                         |
|     | b. Destinations – Regions                                                  |                                                                                                                                                                                                                                                                                         |
|     | c. Destinations – Countries                                                |                                                                                                                                                                                                                                                                                         |
|     | d. Products                                                                | Films produced for cultural tourism, adventure tourism, ecotourism, etc.                                                                                                                                                                                                                |
|     | e. Services                                                                | Films produced for accommodation, theme parks, spas, transportation, etc.                                                                                                                                                                                                               |
| 13. | Promotion Videos for Fairs, Shows, Events and Conferences                  | Films produced to promote fairs, shows, events or conferences.                                                                                                                                                                                                                          |
| 14. | Films for Screening at Fairs, Shows, Events and Conferences, Visitor Films | Films produced for screening at fairs, shows, events or conferences (such as openers, presentations, promotional films, live streams...), and visitor films (videos produced for exhibitions, museums, parks, etc.). Films to inform, educate, entertain, or set the tone for visitors. |
| 15. | Live Projects and Experiences, Video Art and Video Mapping                 | Audio-visual works produced for a live or visual art project or a presentation.                                                                                                                                                                                                         |

## Categories: B. Corporate Online Media

|     |                                             |                                                                                                                                                                                                               |
|-----|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16. | Web Documentaries                           |                                                                                                                                                                                                               |
| 17. | Company Presentations                       | Films produced to display the company or the history of the company.                                                                                                                                          |
| 18. | Brand Image Videos                          | Films produced to display the corporate image of a company / brand.                                                                                                                                           |
| 19. | Product and Launch Videos                   | Films produced with focus on the product or the product release / launch.                                                                                                                                     |
| 20. | Branded Content Videos                      | Films produced to tell a story that is directly linked to the brand. Films are focused on the values of the brand (not on its products or its services) and are designed to appeal to emotions of the viewer. |
| 21. | Magazine, Vlog and Web-TV Videos            | Films produced for a web-TV platform, Vlog or magazine.                                                                                                                                                       |
| 22. | Social Media Videos (incl. Vertical Videos) | Films produced for any social media site or channel, such as LinkedIn, Facebook, etc.                                                                                                                         |
| 23. | Videos with Influencers and Testimonials    | Films produced in collaboration with a testimonial or influencer.                                                                                                                                             |
| 24. | Webisodes                                   | Films produced as part of a web series.                                                                                                                                                                       |
| 25. | Interactive Videos                          | Films produced for supporting user interaction and thus allows the users to actively engage with the content they see.                                                                                        |

## Categories: C. Documentaries and Reports (TV, Online, Cinema)

|     |                                                    |
|-----|----------------------------------------------------|
| 26. | Business and Economy                               |
| 27. | Political Issues                                   |
| 28. | Nature and Wildlife                                |
| 29. | Environment, Ecology and Sustainability            |
| 30. | Tourism, Travel and Adventure                      |
| 31. | Science, Technology and Innovation                 |
| 32. | History and Personalities / Portraits              |
| 33. | Ethnology and Sociology                            |
| 34. | Docudrama                                          |
| 35. | Branded Documentaries                              |
| 36. | Lifestyle, Art, Music and Culture                  |
| 37. | Current Affairs                                    |
| 38. | Human Concerns and Social Issues                   |
| 39. | Leisure and Sport                                  |
| 40. | Investigative Documentaries and Reports            |
| 41. | Trailers and Teasers for Documentaries and Reports |

## Categories: D. Production Arts & Crafts (only if already submitted in other categories)

- 42. Best Directing
- 43. Best Cinematography
- 44. Best Editing
- 45. Best Storytelling
- 46. Best Music
- 47. Best Sound Design
- 48. Best Animation, Graphics and Visual Effects
- 49. Best Production Design
- 50. Best Cast / On-Camera Talent
- 51. Best Use of Humor
- 52. Best Use of Drones (*at least 60% shots with drones*)

## Categories: E. Students

- 53. Student Films



# Regulations and Requirements

## Eligibility

All materials that have been aired, produced or posted online after January 1<sup>st</sup>, 2022, are eligible for submission.

The entrant must own the copyright of the submitted work or have the permission to use it. The Cannes Corporate Media & TV Awards are not liable for any copyright infringement on the part of the entrant.

Please note that works that have already been entered to a previous edition of the Cannes Corporate Media & TV Awards are not eligible for participation in any further edition.

*Due to the current political situation, we are not accepting any submissions from Russia, Belarus and Iran.*

## Language

The official language of the festival is English. Therefore, the entry form must be completed in English.

Films are accepted in other languages too. In these cases, the films must be subtitled in English, or an English transcript must be provided for the jury.



## Media format

Films must be uploaded via the online submission tool and should have the following specifications:

- Format: .mp4 or .mov
- Resolution: 1280×720 or 1920×1080

Further there is the possibility to send the production digitally to the festival office (e.g., via download link or WeTransfer): [info@cannescorporate.com](mailto:info@cannescorporate.com).

The entrant is responsible for the technical quality of the film.

When providing a link (in the “Interactive Videos” category), the submitter must ensure that the link is accessible to the judges during the judging period and remains active for some time after the awards have been announced. If the link requires a password, the participant must provide this information in the online registration form.

## Jury

An independent, international jury, made up of Oscar and Emmy winners, experts from the fields of marketing and communication as well as the media and film industry, evaluates all submissions.

The decisions of the jury are final and not contestable.

Judging results will not be released until entry fees are entirely paid.

## Awards

### Gold and Silver Dolphin Trophies:

Gold and Silver Dolphin Trophies can be awarded in all categories.



### Black Dolphin Trophies:

The winners of the Production Arts & Crafts categories are awarded with a Black Dolphin.



## Awards

### Grand Prix, the White Dolphin:

The Grand Prix for “Best Corporate Media” is selected among the Gold winners in the categories A and B. Additionally, a Grand Prix for “Best Documentary” will be awarded from 2022 onwards.



### Blue Dolphin Trophies:

#### “Production Company of the Year”, “Agency of the Year” and “Company of the Year”

Furthermore, three Blue Dolphins are awarded, one each for the most successful “Production Company of the Year”, the “Agency of the Year” and the “Company of the Year”. These three awards are based on the number of awards / cumulative points given by the judges (8 for a Grand Prix, 5 for Gold and Black, 3 for Silver, 1 for Finalist Certificate). Points will only be attributed to the entrant company respectively the agency and (production) company which submitted the work. Further, a Blue Dolphin is only awarded when the total number of 15 points (or higher) is reached.

## Awards

### Finalist Certificates:

In the first step, the jury creates a shortlist. All shortlist nominations which do not receive a Dolphin trophy will receive a Finalist Certificate.



## Submission Process

Submissions are done online via the Filmservice International Entry Tool and are completed in three simple steps:

- Register or login if you already have an account.
- Enter your works via the submission form.
- Checkout and pay.

After registering, entrants can immediately start to submit their works. The entry form can be saved for later completion. So you can leave and return at any time without losing any of your work. You can also go back into your account at any time and add entries.

During the online entry process, permission will be required for showing and streaming the winning production in the winners' gallery on the festival's website and for using it for other marketing and promotional purposes. If permission is not granted, the film will not be shown in the winners' gallery and will not be used for other purposes. The file or link will only be seen by the judges.

### Detailed information

#### Start

Title:

This is the title of your creative work to be submitted. If you do not already have a title for your project, please choose one that is brief, explanatory, and memorable. Please note that in case of winning your project will be presented in all our communication channels with the title you chose here.

|                                              |                                                                                                                                                                                                                |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Production Year:                             | The year in which your entry completed production.                                                                                                                                                             |
| Entry Type:                                  | Defines if your entry is a Single Entry or a Series Entry (consisting of more than one video).                                                                                                                 |
| Categories:                                  | Defines in which categories you want your creative work to be evaluated.                                                                                                                                       |
| <b>Medium</b>                                |                                                                                                                                                                                                                |
| Target Group:                                | Defines the group of people the entry is / was intended to address. It may be described by behavioral and demographic attributes such as age, sex, income, education, location, etc.                           |
| Objective / Briefing:                        | Defines the goals and aims of the entry, that are / were aimed at.                                                                                                                                             |
| Usage:                                       | Defines where the entry is / was used or broadcasted (e.g., cinema, TV, social media, web, etc.)                                                                                                               |
| Project Description:                         | Brief description on the entered work.                                                                                                                                                                         |
| Remarks:                                     | This is for any other comments / details about the entry that you consider relevant to complement your submission.                                                                                             |
| Digital Transmission to the Festival Office: | Further there is the possibility to send the production digitally to the festival office (e.g., via a download link or WeTransfer to <a href="mailto:info@cannescorporate.com">info@cannescorporate.com</a> ). |



## Credits

|                                |                                                                                                              |
|--------------------------------|--------------------------------------------------------------------------------------------------------------|
| Production Company / Producer: | The production company / producer responsible for producing the entry.                                       |
| Client:                        | The client / brand that the entry has been developed for (if any).                                           |
| Agency:                        | The agency associated with the entry (if any).                                                               |
| University / Film School:      | The university / film school the video is associated with (in case of a student video).                      |
| Individual Credits:            | Defines the different people involved in the project. You can add as many crew and cast members as you want. |

## Upload files

|                 |                                                                                                                                                                                                                       |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Upload Section: | Here you can upload your entry's video file(s), as well as additional material such as a campaign description for entries in the category "Integrated Communication" or an English translation for non-English films. |
| Link:           | Here you can provide a link to your entry's video(s) in case your entry is solely entered in the category "Interactive Videos".                                                                                       |



## Payment Process

Payments can be made either by bank transfer, credit card (Mastercard, Visa or American Express) or PayPal.

After checkout, you will receive a confirmation email for your entry / entries as well as the invoice. You can also access your invoice in the Filmservice International Submission Tool at any time. In case of a bank transfer, the bank details will be stated in the invoice.

Please make sure that the given information about the invoice and categories is correct. An additional €25 fee will be applied for any change after issuing the invoice.

## Guidelines for Entering

Before entering make sure...

- To know which category / categories you want your project to enter.
- To have all necessary information for your entry, and that information is correct and complete.
- To have a campaign description in case of entering in the category “Integrated Communication”.
- To have an English translation in case of entering in any other language.

## Recommendations for Entering

### Presentation

Write all information you feel is necessary for the jury panel. Don't overload your entry with information that is not particularly necessary for the judging process. Stick to the important, main key information. Present your entry in a succinct but informative way.

### Choosing the right category

If you are unsure which category fits best your entry, you can contact our team after you have filled out the entry information, uploaded your video or respectively provided a link. This way, we will already have all the necessary information to base our decision on.



## **Submission time**

Don't wait too long to enter your project when you already have all information you need for the entry process. This is most important for those entrants who are unsure about the right category, or whether they understood correctly everything needed for the submission. The earlier you enter, the more time we have to review your entry and to get back to you in case necessary information and materials are missing, are incomplete, or the video(s) aren't transmitted properly. Thus, the more time you have for correcting or optimizing your entry before the judging process.

## **Enter more**

By submitting more entries and in more than one category, you not only increase your chances of winning in general but also increase your chances of winning a Specialty Award (like "Production Company of the Year", "Agency of the Year"). So, if you would like to be in the race for a special award, you or any associated entity should enter more projects and in more categories.



# Common Entry Errors and How to Avoid Them

## Miscategorized entries

Please have a closer look at the categories and pay attention to enter in the right main category. The Cannes Corporate Media & TV Awards have thematic categories in different main categories, so please take care not to enter a documentary in the main category “Corporate Videos”, for example.

## Submitting a series as a single entry

If your entry consists of more than one video to be judged, than it is defined as a series. When entering a series, pay attention not to putting different project pieces together in one video file to look like a single entry. Further, if you would like to enter one film and additionally a case video for explaining the project, please choose single entry.

## Providing links that don't stay active

When entering solely a link to the entered project, please pay attention that the said link stays online for the period of the judging process.

## Misleading use of links

Avoid using links compelling the judges to search for the entered project. The link should only lead to the entered project and nothing more, so please no Dropbox, Google Drive, portfolio websites, etc. Providing a link makes more sense for specific projects, e.g., interactive videos, or when you want to show the videos integration on the website, etc. If a provided link doesn't make a plus for your entry's presentation, then we advise you to only upload your video file(s).

## Entering a project in another language than English

Please be aware that the only official language of the Cannes Corporate Media & TV Awards is English. So, all the information you fill out in the entry tool as well as the language in the provided video file(s) should be English. If the original language used in your project is not English, the video(s) must have either subtitles or overdubbing in English. If this is not the case, you must include a translation in English.

## Not providing (enough) information for “Integrated Communication”

When entering in the category “Integrated Communication” the jury panel will not only evaluate the video itself, but also the campaign integration. So, detailed information about the campaign itself is needed in English language. Case films must be subtitled in English, or an English transcript is needed. Specifically, information about:

- The communication strategy.
- Where exactly the video is officially used (also with screenshots / photos if possible).
- Any other means of communication used.
- Campaign results (in case you already have them).

## Additional information

Once the submission is complete, no changes can be made by the submitter. If you have any amendments to make, we ask you to contact the festival office directly.

# ENTRY KIT



## Follow Us



## Contact Us

[info@cannescorporate.com](mailto:info@cannescorporate.com)

Cannes Corporate Media & TV Awards  
Managed by Filmservice International  
Schaumburggasse 18  
1040 Vienna  
Austria