

ENTRY KIT




Cannes
Corporate Media & TV Awards

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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 film makers, client companies, agencies, TV stations, film schools and students.

Key Dates

Call for Entries: March 14th, 2023

Early Bird Deadline: April 13th, 2023

Deadline: June 1st, 2023

Entry Fees

Single Entry:	€325
Additional Entry or Category:	€295
Production Arts & Crafts Category:	€215
Series Entry:	€795
Student Videos:	€120

Important for EU countries: As the invoices are issued from 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If already submitted works are withdrawn by the entrant, the entry fees will not be reimbursed.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.	Films for Fairs, Shows, Events and Conferences	Films produced for fairs, shows, events or conventions (such as openers, presentations, promotional films, livestreams...).
14.	Visitor Films	Films 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 website.
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.	Trailer and Teaser Videos for Documentaries and Reports

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

42.	Best Director	
43.	Best Camera	
44.	Best Editing	
45.	Best Storytelling	
46.	Best Music	
47.	Best Sound Design	
48.	Best Animation, Graphics and Special Effects	
49.	Best Use of Humor	
50.	Best Use of Drones	60% shots with drones are required in the film.

E. Students

51.	Student Films	
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Regulations and Requirements

Eligibility

All materials that have been aired, produced, or posted online after January 1st, 2021, are eligible for the Cannes Corporate Media & TV Awards 2023.

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.

Film schools, universities and colleges that enter work for their students and the students themselves only benefit from the special entry fee of €120 in the “Student Films” category.

Language

The entry form must be completed in English.

However, the films themselves are accepted in all three official festival languages (English, French and German). All other productions must have either subtitles or overdubbing in English, French or German or the entrant must include a translation/transcript in one of these languages.

Films submitted in the Production Arts & Crafts categories must be in English or have English subtitles or a translation/transcript.

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 Format for 3D films should be side-by-side

Further there is the possibility to send the production digitally to the festival office (e.g., via download link or WeTransfer).

360-degree videos are accepted by online link only.

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

When providing a link (e.g., 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 are announced. If the link requires a password, the participant must provide this information in the online registration form.

Additional material (such as for the category Integrated Communication) can be uploaded as images and PDF. Max. file size is 5 MB.

Judging Process

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.

There is no preset number of winners in a category. More than one Gold and Silver Dolphin may be awarded in a category. The top award in a category (except Production Arts & Crafts) is not necessarily a Gold Award but may be a Silver Award. In the Production Arts and Crafts categories there is usually only one winner (or more if there is a tie).

There are several judging criteria. For example, the jury will evaluate creative and technical excellence, innovativeness, informational aspect and whether the submission can reach the target group and achieve its aim.

Awards

Gold and Silver Dolphin Trophies:

Gold and Silver Dolphin Trophies can be awarded in each category.



Black Dolphin Trophies:

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



Awards

Grand Prix:

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



Blue Dolphin Trophies for “Production Company of the Year” and “Company of the Year”:

From the 2022 festival edition, there may be awarded a special Blue Dolphin Trophy each for “Company of the Year” and “Production Company of the Year”. This is based on the number of awards/accumulated 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 (production) company that 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 that do not receive a Dolphin trophy will receive a Finalist Diploma.



Submission Process

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

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

After registering, one can immediately start to enter their works. The entry form can be saved for a 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 to show and stream the winning production in the winner's gallery on the festival's website and to use it for other marketing and promotional purposes will be asked for. If permission is not granted, the film will not be shown in the winner's 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 to be submitted creative work. If you should 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 with the title you choose here.

Production Year:	The year in which your entry finished 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.

Medium

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 tried to achieve.
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 download link or WeTransfer).

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 category Integrated Communication or an English translation for non-English entries.
Link:	Here you can provide a link to your entry's video(s) in case your entry is solely entered in e.g., 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 bank transfer, the bank details will be stated on 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.

Guideline 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 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 are 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 for 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, that are unsure about the right category, or if they understood everything that is needed for the submission correctly. 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 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, e.g.

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 to not enter it as a single entry with putting different project pieces together in one video file to make it look as it is only 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 said link stays online for the period of the judging process.

Misleading use of Links

Avoid using links where the judges have 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 to the website, etc. If a provided link won't make any surplus 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 for the AutoVision 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 an option, you must include a translation in English.

Not providing (enough) information for your 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 and
- 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, we ask you to contact the festival office directly.

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