



# INTERNATIONAL AWARDS

— LOS ANGELES, CALIFORNIA —

## ENTRY KIT

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— LOS ANGELES, CALIFORNIA —

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# Key Dates

Early Bird Deadline: October 25, 2024

Regular Deadline: February 14, 2025

Final Deadline: March 14, 2025

# Entry Fees

	<b>Early Bird Phase</b> (until Oct 25, 2024)	<b>Regular Phase</b> (Oct 26, 2024 - Feb 14, 2025)	<b>Final Phase</b> (Feb 15 - Mar 14, 2025)
<b>Single Entry:</b> <i>First Entry</i>	\$126	\$140	\$150
<b>Single Entry:</b> <i>Additional Single Entry or Category</i>	\$99	\$110	\$120
<b>Series Entry</b>	\$198	\$220	\$240
<b>Single Entry:</b> <i>Student &amp; Independent</i>	\$36	\$40	\$40

Important for EU countries: As the invoices are issued from the FilmService International Office in Austria, entrants from EU countries have to indicate their VAT number in order to get an invoice without VAT. 20% VAT will be charged for Austria.



# CATEGORIES | CORPORATE VIDEOS

- |                               |  |  |   |
|-------------------------------|--|--|---|
| C1 / Corporate Image          | / Videos produced to display the corporate image of a company/brand  | C9 / Fairs, Shows, Events, Conventions | / Videos produced for fairs, shows, events or conventions (such as openers, presentations, promotional films, livestreams...) |
| C2 / Marketing B2B            | / Videos produced for business-to-business marketing purposes  | C10 / Visitor Films                    | / Videos produced for exhibitions, museums, parks, etc. Videos to inform, educate, entertain, or set the tone for visitors    |
| C3 / Marketing B2C            | / Videos produced for business to consumer marketing purposes  | C11 / Portrait                         | / Videos presenting a person or a group of people   |
| C4 / Branded Content          | / Videos produced to tell a story that is directly linked to the brand. Videos 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 | C12 / Adventure & Leisure              |   |
| C5 / Informational            | / Videos produced to inform and educate the viewer   | C13 / Art & Entertainment              |   |
| C6 / Internal Communication   | / Videos used for internal purposes and to connect with employees, stakeholders...   | C14 / Automotive & Mobility            |   |
| C7 / Human Resources          | / Videos produced to inform and educate the viewer   | C15 / Business, Economy & Finance      |   |
| C8 / Integrated Communication | / Videos 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                     | C16 / Corporate Social Responsibility  |   |
|                               |  | C17 / Culture & Lifestyle              |   |



# CATEGORIES | CORPORATE VIDEOS

C18 / Diversity & Inclusion

C19 / Environment, Ecology & Sustainability

C20 / Fashion & Beauty

C21 / Food & Beverage

C22 / Health, Medical & Wellness

C23 / Nature & Wildlife

C24 / Non-profit & Fundraising

C25 / Political & International Issues

C26 / Real Estate

C27 / Safety

C28 / Science & Technology

C29 / Social Issues

C30 / Sport & Fitness

C31 / Tourism

C31.1 / Country Promotion / Videos produced for promoting a country

C31.2 / Region Promotion / Videos produced for promoting a region, county, state, community, or island

C31.3 / City Promotion / Videos produced for promoting a city, municipality, village or local destination

C31.4 / Tourism Product / Videos produced for promoting a tourist experience, such as: Cultural Tourism, Gastronomic Tourism, Health and Wellness Tourism, Shopping Tourism, etc.

C31.5 / Tourism Service / Videos produced for promoting any service provided to tourists, such as: Accommodation, transportation, recreational services, etc.



# CATEGORIES | ONLINE & SOCIAL MEDIA

- 01 / Social Media Video / Videos produced for any social media site
- 02 / Vertical Video / Videos produced for viewing in portrait mode
- 03 / Branded Content / Videos produced to tell a story that is directly linked to the brand. Videos are focused on the values of the brand and are designed to appeal to emotions of the viewer
- 04 / Webisode / Videos produced as part of a web series
- 05 / Interactive Video / Videos produced for supporting user interaction
- 06 / Video Podcast / Videos produced as part of an ongoing informative, educative, or entertaining program
- 07 / Talk Show & Interview / Videos produced in the form of a talk show or interview
- 08 / Web TV / Videos produced for a web TV platform
- 09 / Livestream / Videos produced live for streaming over the internet
- 010 / Instructional (How-To & DIY) / Videos produced for explaining to perform a task or action
- 011 / Portrait / Videos presenting a person or a group of people
- 012 / Adventure & Leisure
- 013 / Art & Entertainment
- 014 / Automotive & Mobility
- 015 / Business, Economy & Finance
- 016 / Corporate Social Responsibility
- 017 / Culture & Lifestyle
- 018 / Diversity & Inclusion
- 019 / Environment, Ecology & Sustainability



# CATEGORIES | ONLINE & SOCIAL MEDIA

020 / Fashion & Beauty

021 / Food & Beverage

022 / Health, Medical & Wellness

023 / Nature & Wildlife

024 / Non-profit & Fundraising

025 / Political & International Issues

026 / Real Estate

027 / Safety

028 / Science & Technology

029 / Social Issues

030 / Sport & Fitness

031 / Tourism

031.1 / Country Promotion / Videos produced for promoting a country

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# CATEGORIES | DOCUMENTARIES & REPORTS



- D1 / Biography/Portrait / Documentaries displaying the life of a non-fictional or historically based person or people
- D2 / Branded Documentary / Documentaries displaying brand stories that share the brand's mission and values
- D3 / Docudrama / Documentaries featuring dramatized re-enactments of actual events
- D4 / Investigative Report & Special Report / Reports that feature in-depth reporting on a particular issue
- D5 / Adventure & Leisure
- D6 / Art & Entertainment
- D7 / Automotive & Mobility
- D8 / Business, Economy & Finance
- D9 / Culture & Lifestyle
- D10 / Current Affairs
- D11 / Environment, Ecology & Sustainability
- D12 / Ethnology & Sociology
- D13 / Fashion & Beauty
- D14 / Food & Beverage
- D15 / Health, Medical & Wellness
- D16 / History & Society
- D17 / Nature & Wildlife
- D18 / Political & International Issues
- D19 / Religion & Spirituality
- D20 / Safety
- D21 / Science & Technology
- D22 / Social Issues
- D23 / Sport & Fitness
- D24 / Travel & Tourism



# CATEGORIES | INDEPENDENT VIDEOS

I1 / Corporate Videos

I2 / Online & Social Media

I3 / Documentaries

I4 / Travel Videos

# CATEGORIES | STUDENT VIDEOS

S1 / Corporate Videos

S2 / Online & Social Media

S3 / Documentaries





# CATEGORIES | PRODUCTION ART & CRAFTS

P1 / Best Animation

P6 / Best Library Music

P11 / Best On-camera Talent

P14 / Best Voiceover / Narrating

P2 / Best Cinematography

P7 / Best Original Music

P12 / Best Performance

P15 / Best Use of Emotion

P3 / Best Directing

P8 / Best Script

P13 / Best Use of an Influencer  
or Celebrity

P16 / Best Use of Humor

P4 / Best Editing

P9 / Best Sound Design

P5 / Best Graphics

P10 / Best Special Effects

Please note: In order to subscribe for the Production Art & Craft categories, the same work has to be submitted in at least one main category like Corporate Videos, Online & Social Media, etc.

# Regulations and Requirements

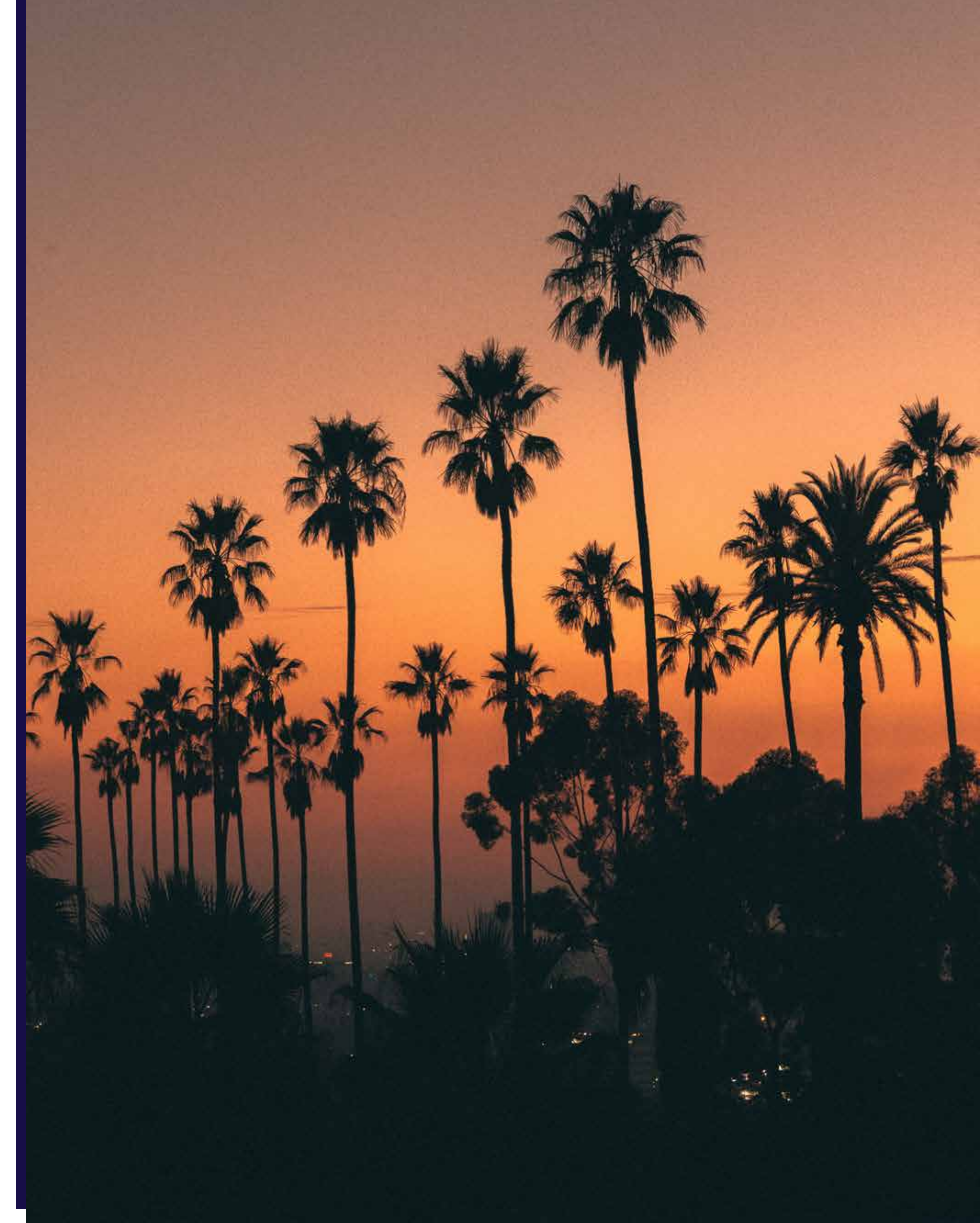
## Eligibility

Entries must have been produced or released within the last two calendar years leading up to the final submission deadline.

Please note that previously entered works in any past edition of the US International Awards are ineligible for further participation.

Independent filmmakers may submit unsponsored videos exclusively in the Independent Videos category (and in the additional Production Art & Craft categories).

Film schools, universities and colleges that enter work for their students and the students themselves may only enter in the corresponding Student Videos category (and in the additional Production Art & Craft categories). Submitted videos can be spec work or created for a real client.



## Language

Submissions must be made in the English language. If the video does not have an English audio track, the entrant must ensure the film has either subtitles or overdubbing in English. Alternatively, the entrant can provide a translation in English of the first and last 10 minutes.



## Media Format

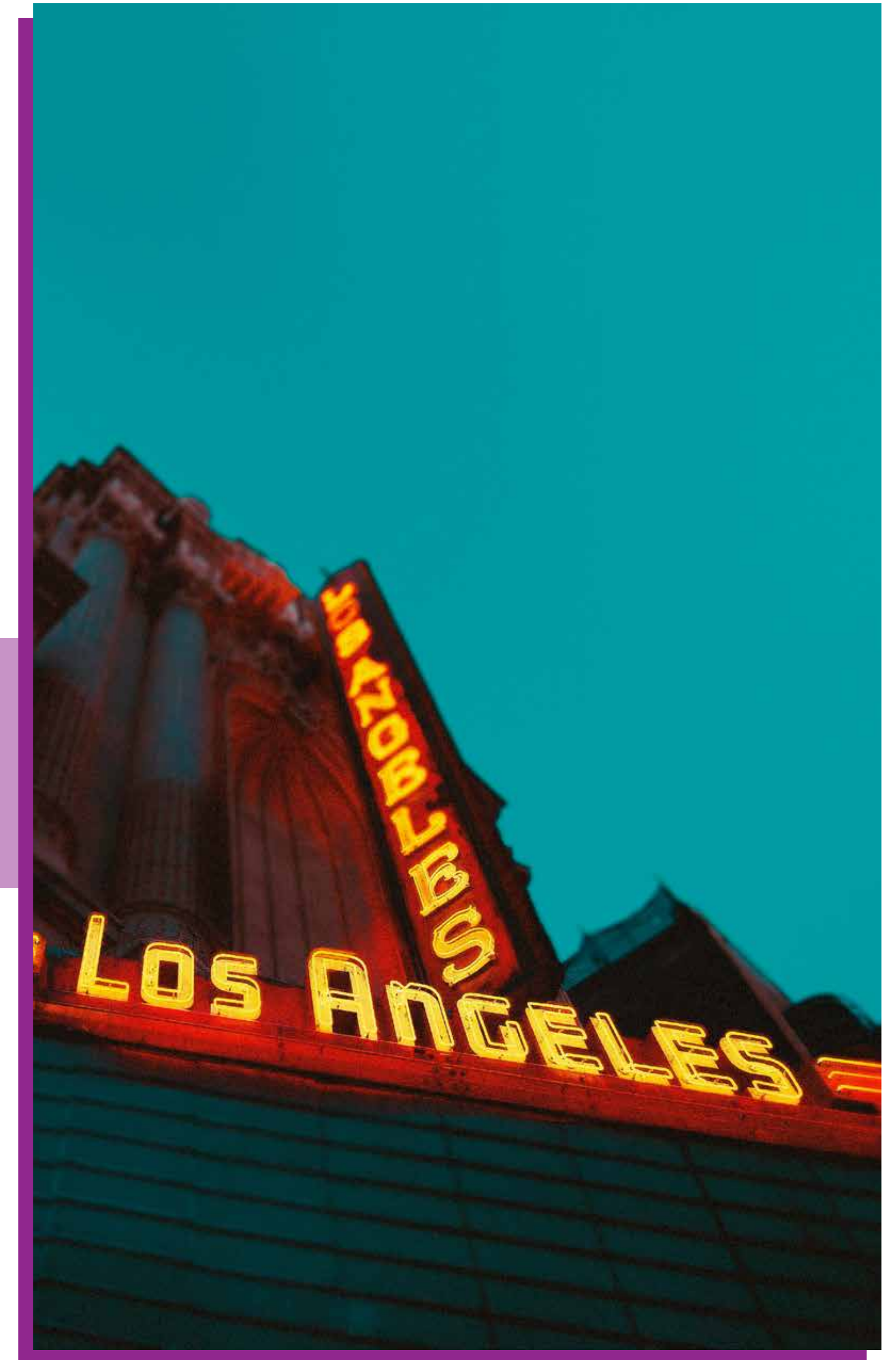
Submitted work must be uploaded via the online entry form or in case of entering in the category Online & Social Media may be submitted by web link (URL). For uploading, any common file type is acceptable. When providing a link, the entrant has to make sure that the link can be accessed by the jury during the period of judging and will be active for a period of time after the award announcements. If the link requires a password, the entrant has to provide that information in the online entry form.

Additional Material (only needed for entries in the category Integrated Communication and non-English videos) can be uploaded as Images and PDF.

## Judging

An international panel of film experts, creatives, and marketing professionals evaluates all entries. The judging process consists of two online judging rounds. There is no preset number of winners in a category. More than one Gold and Silver Award or Finalist Status may be allocated in a category – except for category P Production Art & Craft where there is usually only one winner (or more if there is a tie). The top award in a category (except P Production Art & Craft) is not necessarily a Gold Award but may be a Silver Award or a Finalist Status.

There are several judging criteria. In general, the jury will evaluate the submissions based on concept, objectives, creative and technical excellence, and innovation.



# AWARDS

## Grand Awards

One Grand Award may be selected among the Gold Winners for each of the five main categories – Corporate Videos, Online & Social Media, Documentaries, Independent Videos and Student Videos.



# AWARDS



## Category Awards

Gold and Silver Awards, as well as Finalists, can be allocated in every category within the main categories.

# AWARDS

## Production Art & Craft Awards

Production Art & Craft Awards are awarded in the respective categories. There usually is only one winner per category.

## Specialty Awards

Specialty Awards may be given out to the Agency of the Year, Production Company of the Year, TV Network of the Year, Client Company of the Year, and Film School of the Year. The winners of these awards will be determined by the highest scores the submissions get in the judging process across all categories and regardless of who submitted the entry.





# Submission Process

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

- Register or login if you are already a registrant
- Enter your work(s) via submission form
- Checkout and Pay

After registering, one can immediately start to enter their works. Entrants can save their entry form for later completion, allowing flexibility in the submission process.

During the online entry process, permission to show and stream the winning production in the winner's gallery 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 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 communications with the title you choose here.
- ProductionYear:** 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 for Winner's Gallery:	This is the official synopsis for the Winner's Gallery in case winning. Please indicate important key details of the entry that you want to share with the public.
Project Description for Judging:	This project description is only intended for the jury. Please indicate important key details that you want to share exclusively with the jury.
Remarks:	This is for any other comments/details about the entry that you consider relevant to complement your submission.

## 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 C8 Integrated Communication or an English translation for non-English entries. Additionally, a still of your video(s) has to be uploaded here.

Link:

Here you can provide a link to your entry's video(s), in case your entry is solely entered in the main category Online & Social Media.

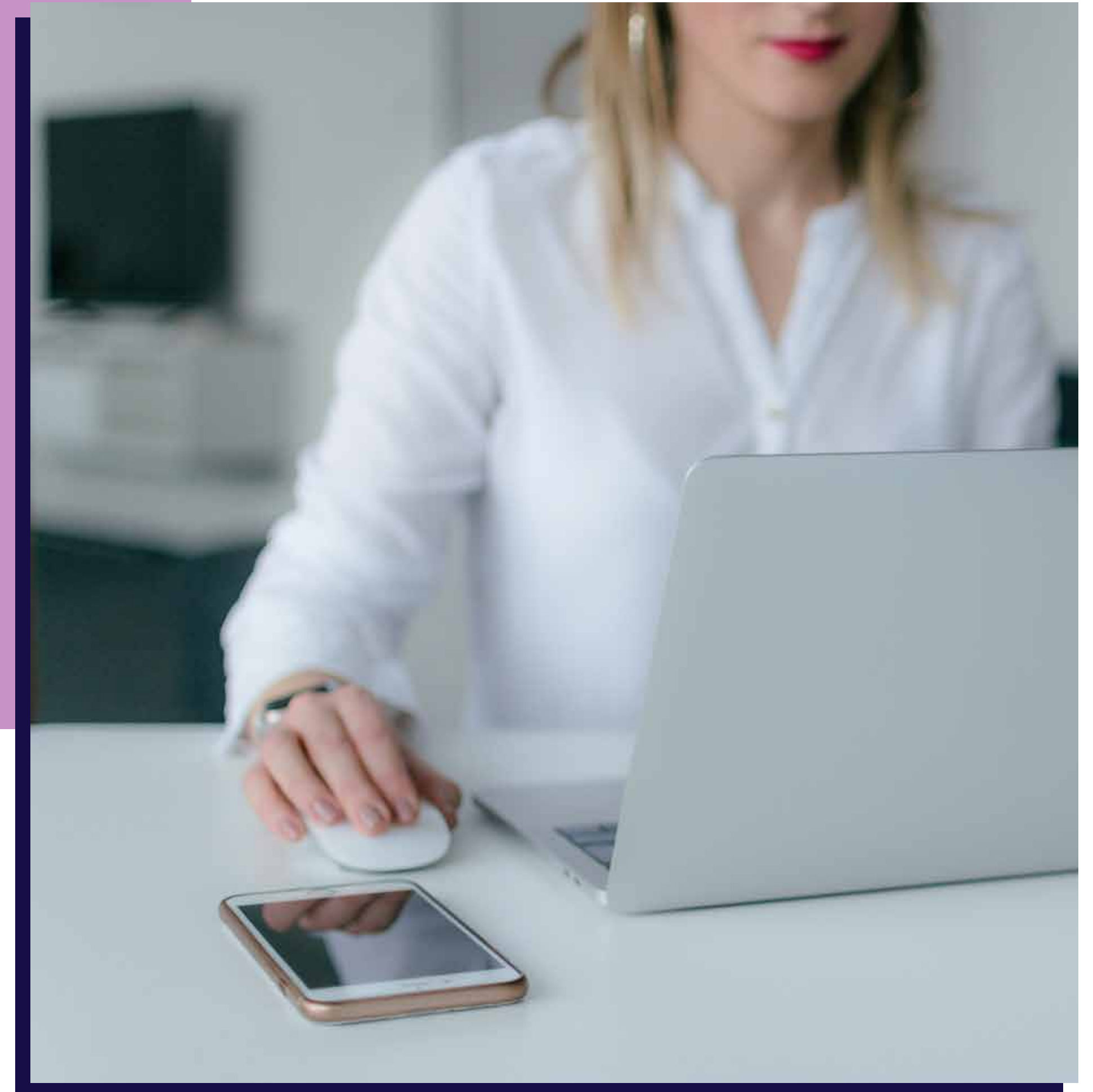


# Payment Process

Payments can be made either by bank transfer, credit card (VISA, Master Card, 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 Entry 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 \$30 fee will be applied for any change after issuing the invoice.





# Recommendations for Entering

## Gather All Necessary Information

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 this information is correct and complete
- To have a campaign description in case of entering in the category C8 Integrated Communication
- To have English subtitles or an English translation in case of entering in any other language

## Presentation

Provide 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 for your entry, you can contact us after you have filled out the entry information, uploaded your video(s) or respectively provided a link. This way, we will already have all the necessary information to base our decision on.



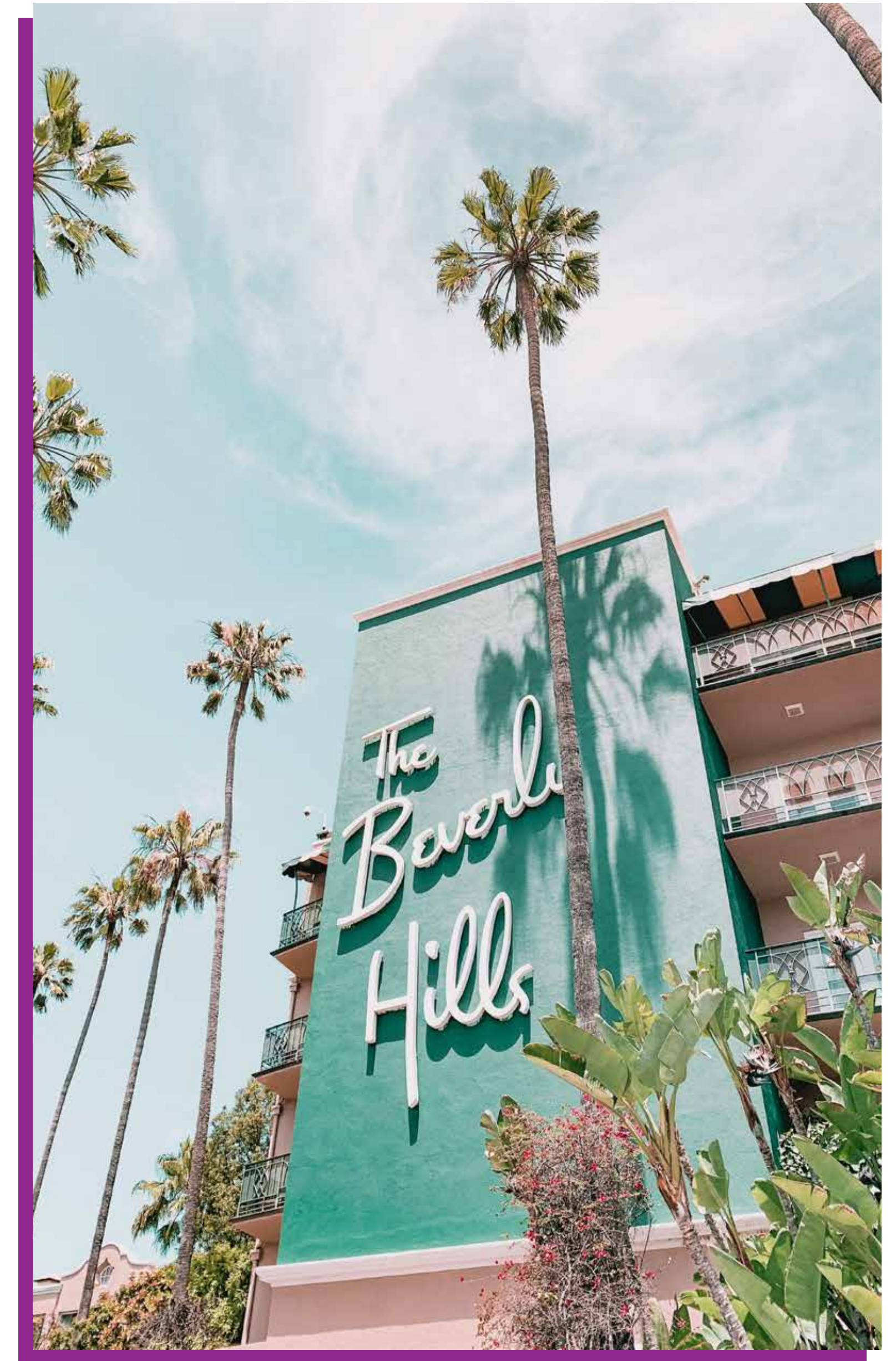
## Submission Time

Don't wait too long to submit your project once you have all the necessary information for the entry process. This is especially important for those who are unsure about the correct category or whether they have understood all the submission requirements. The earlier you submit, the more time we have to review your entry. This will allow us to reach out to you if any necessary information or materials are missing or incomplete, or if the videos aren't transmitted properly. As a result, you will have more time to make corrections or improvements to 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 Best Production Company of the Year, Best Agency of the Year, ...). So, if you like to be in the race for a Specialty Award, you or any associated entity should enter more projects and in more categories. Please be aware of the citing in the section Credits, so that really all projects you have been working on are in consideration.





# 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 US International 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, then it is defined as a series. When entering a series, pay attention to not entering it as a single entry by putting different project pieces together in one video file to make it look as if it is only a single entry.

## Providing Links That Don't Stay Active

When entering solely in the Online & Social Media categories, you are allowed to provide a link to the entered project - instead of uploading file(s). Please pay attention that said link stays online for 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 video's integration to the website. If a provided link, won't make any surplus for your entry's presentation, then we advise you to upload your video file(s).

## Entering a Project in Another Language Than English

Please be aware that the only official language for the US International 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 at least of the first and last 10 minutes of the entry.





## Not Providing (Enough) Information for Your Integrated Communication

When entering in the category C8 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. 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)



# INTERNATIONAL AWARDS

— LOS ANGELES, CALIFORNIA —



# CONTACT

# US

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