

**Kodak**

## Kodak Student Commercial Awards 2009

CONDITIONS OF ENTRY

**Kodak**

# **Contents**

- 1. Introduction**
- 2. How to Enter**
- 3. Rules & Conditions of Entry**
- 4. Film Origination**  
Submission for processing
- 5. Judging**
- 6. Submission deadlines**  
Limitations and responsibilities
- 7. Copyright**



# Kodak Student Commercial Awards 2009

## Terms and Conditions of Entry

### 1. Introduction

We are delighted to acknowledge your interest in the Kodak Student Commercial Awards for 2009/2010.

The Kodak Commercial Awards run in association with British Television Advertising Association (BTAA) has been running since the 1980's. The competition invites student filmmakers to produce a 45 second commercial off one 400ft roll of 16mm Kodak negative stock.

We are very proud of the fact that a number of winners and finalists from previous competitions have secured long term employment directly from showing their work to the industry wide audience Kodak has assembled on the Awards night.

All that remains for us to encourage you to form your teams and get started on your project. More than anything we hope to welcome you to the winner's ceremony next year.

For 2010 we are changing the format of the awards. These changes are:

- Introducing a script stage-Students will be first asked to enter a script and a storyboard in response to the agency briefs. Those scripts are then short listed by an agency creative team.
- Increasing the length of the finished commercial from 30 seconds to anything up to 45 seconds.
- Opening the competition to Advertising MA courses. Students from the MA courses will be able to enter scripts for submission to the agencies. Short listed scripts from Advertising courses would then be passed to film schools for production.



## Kodak Student Commercial Awards 2009 Terms and Conditions of Entry

### 2. How to Enter

Please send scripts to [GB-studentcomp@kodak.com](mailto:GB-studentcomp@kodak.com) by: 19 October 2009

Successful scripts will then be contacted and the free roll of stock will be sent out.

Complete the 'Application for Stock' form found at the above website to receive your free 400ft roll of Super 16mm Kodak Colour Negative Film and email it to the competition email address

Complete the 'Processing Authorisation Document' and 'Laboratory Form For Return of Film/Transfer' (also on this website), and send to the laboratory with your exposed film making sure that all of the cans and boxes have completed labels. Include your postage payment so the laboratory can return your film.

All entries must be approved by the college and course lecturer, who must accept that if a roll of film stock is given then **AN ENTRY MUST BE SUBMITTED OR THE COLLEGE WILL BE INVOICED FOR THE ROLL(S) OF FILM STOCK BASED ON CURRENT CATALOGUE PRICES.**

**NO ENTRY WILL BE ACCEPTED WITHOUT KODAK RECEIVING AN OFFICIAL ENTRY FORM**



## Kodak Student Commercial Awards 2009 Terms and Conditions of Entry

### 3. Rules and Conditions of Entry

**Please read very carefully - Failure to not comply may result in disqualification.**

#### **Who can Enter?**

The competition is open to all students who are studying on a full time Film, Media or Television course in the United Kingdom or Ireland at the time of entry.

(All entrants must be over the age of 16 yrs)

#### **Formation of your team**

A 'Team Leader' should be appointed as the contact person for Kodak and the lab. Please filter all of your enquiries through your Team Leader.

It is the Team Leader's responsibility to make sure that all deadlines are met, and to liaise with the various parties involved to achieve this.

**Please note that ALL members of your team MUST be students at the time of entry**

#### **Completion of Documentation**

The Team Leader should complete all documents - with the exception of the personal summaries, which are to be completed by the individual team members. However, it is the Team Leader's responsibility to ensure that all documents are completed and returned with the entry, before the deadlines.

**PLEASE QUOTE YOUR ENTRY NUMBER AND COLLEGE NAME IN ALL ENQUIRIES AND CORRESPONDENCE.**

The film must be of high quality and answer one of the working briefs supplied by Ogilvy and BBH.

Your entry must confirm to broadcast regulations. Regulations are available from:

[www.asa.org.uk/asa/codes/tv\\_codes/tv\\_codes/](http://www.asa.org.uk/asa/codes/tv_codes/tv_codes/)

The entry must be strictly 30 seconds in duration, and be written, directed and edited by students.

Entrants **ARE NOT** to contact the client companies who have kindly agreed to lend their brand names to the advertising briefs. Should you have any questions or require assistance, please contact: [GB-studentcomp@kodak.com](mailto:GB-studentcomp@kodak.com)



## Kodak Student Commercial Awards 2009 Terms and Conditions of Entry

### 4. Film Origination

Please note all commercials must be shot 16.9 and post produced as a 16 x 9 flat image (letterbox)

#### **Submissions for processing**

Only processing for one entry by each Team will be accepted and should be submitted by the Team Leader.

Send your exposed negative, along with the 'Request for Processing' form to:

#### **Soho Images**

8-14 Meard Street  
London  
W1F 0EQ

Contact: Len Thornton  
(within office hours)

Mob: 07941 444468

You have the option of receiving a one light telecine transfer copy on Digi-Beta, Beta SP or DV CAM.

Students will not be allowed to attend the grading sessions. Grading instructions may be included on the camera sheets when submitting your negative for processing.

Take care not to include any additional footage other than that shot on the roll provided. Any entries showing additional footage or library images will be disqualified.

You may add titles or digitally manipulate/grade the data from your original 400ft negative in post-production.

Submissions must be a finished commercial, supplied to us on Digi-Beta, Beta SP or Mini DV. Any material submitted on VHS will be disqualified.

The "Official Entry Form" must be completed and returned with the finished film along with all the personal summaries.



## Kodak Student Commercial Awards 2009 Terms and Conditions of Entry

### 5. Judging

Your film will be judged by a carefully selected panel as to how well it conforms to the brief and also its:

**Creativity/innovation** - "Creativity is judged on the strength of the idea - its originality, execution and relevance to the brief".

**Cinematography** - "Quality and creativity of photography"

**Post Production** - "Creativity of editing/grading/sound and effects"

The judges are drawn from a variety of film production, direction, cinematography, advertising and marketing backgrounds and so will expect to see a finished commercial suitable for broadcast, as well as answering the requirements of the advertising brief. There will also be a representation by the competition sponsors.

The judging panel contains an independent element and their decisions are final and legally binding.

The Team Leader/Tutor will be informed if you have been successful in becoming a finalist prior to the awards evening.



## Kodak Student Commercial Awards 2009 Terms and Conditions of Entry

### 6. Submission Deadlines

The following deadlines will be strictly applied:

**Processing:** Exposed film must be submitted to your designated laboratory for processing before Friday 18 December 2009.

**Entries:** Must be submitted as a finished commercial by Friday 15 January 2010.

**ENTRIES THAT FAIL TO COMPLY WITH THESE DATES WILL BE DISQUALIFIED.**

Viewing copies cannot be returned.

Kodak reserves the right to keep viewing copies of selected films for publicity and archive purposes.

#### **Limitations and Responsibilities:**

Individuals are allowed to take part in different commercials, but not in the same capacity i.e. a Director of one commercial could edit another.

The competition excludes employees of Kodak Ltd, Soho Images, Arri Media, and members of their families, and any other company directly associated in the administration of this competition.

If you have any queries please email: [GB-studentcomp@kodak.com](mailto:GB-studentcomp@kodak.com)



## **Kodak Student Commercial Awards 2009**

### **Terms and Conditions of Entry**

## **7. Copyright**

For the purposes of the Copyright Designs Act 1988 and the Performer's Act 1958-1972, it is understood that the sole right of permitting of broadcasting, recording, filming and photography of any events which form part of the competition, is vested in the holder of the competition, and that all competitors and contributors accept this right as a condition of entry of performance.

The entrant will obtain copyright clearance of the content of the film and will provide Kodak with evidence of these clearances on request. If the film includes pictures of a person under the age of 18 years, then the signature of their parents or guardian is required on the entry form (Performance Protection Acts 1958-1972)

The copyright of all entries remains with the entrant.

Entry in the competition confirms that the students and colleges consent to the organisers using winning entries as they so desire.

Winners agree to participate in any publicity in connection with this competition.

For further guidance or information on copyright please see link below:

[Http://www.ipo.gov.uk/types/c-about.htm](http://www.ipo.gov.uk/types/c-about.htm)