

INFORMATION SHEET

CREATED BY **MOORE KINGSTON SMITH**

IN ASSOCIATION WITH **BOURNEMOUTH UNIVERSITY**



MOORE Kingston Smith CREATIVE VISION AWARD

Film advertising is an effective way to reach the masses. Moore Kingston Smith is offering four charities the chance to win a short brand film specifically created to promote their message in an innovative way. Free of charge, the production of the film is worth an estimated £150,000, and will be suitable to use in any medium, including social media, online and TV.

BACKGROUND

Why Moore Kingston Smith?

As trusted business advisers to the media and charities sectors, we at Moore Kingston Smith are always seeking to invest in the sectors in which we work.

Having supported Aardman's short film commemorating World War I, 'The Flight of the Stories' (winner of an Annie award), commissioned by the Imperial War Museum, we realised that there was an opportunity to do something different in the sector - to bring charity and film together. We realise that fundraising is the principal activity of a charity and, inevitably, neither time nor money can be spared on projects such as creating your own brand film. With this in mind, we have created an opportunity for charities and film producers to work together to produce something creative, tangible and positive in the form of a short film that raises awareness of a worthwhile cause.

Now in its sixth year, we are thrilled by the results that the films have produced for the charities involved.

CHARITY APPLICATIONS

What is involved and how do we apply?

Charities interested in having a 30 second film commercial created specifically to promote their message, at no monetary cost to them, should complete the application form available at cva.mks.co.uk and return to us by email - creativevision@mks.co.uk - or by post to:

Vanessa Gomez
Creative Vision Award
Moore Kingston Smith
Devonshire House
60 Goswell Road
London EC1M 7AD

Entry deadline is by 7pm on 10 January 2020.

Please note that we may not be able to give feedback on any entries that have been unsuccessful.

ARE THERE ANY COSTS TO THE CHARITY?

No. All costs of film production will be covered, as will any travel expenses incurred by a representative from each winning charity when attending the engagements laid out in this information sheet.

There will be time commitments involved for each winning charity, as outlined in the timetable further in the document (see: 'How much involvement do the winning charities have in the production process?').

"The Creative Vision animations are the most viewed and most engaged-with videos Create has ever posted. Not only have the animations helped us reach new audiences, they've been a focal point in our campaign to raise awareness of the challenges young carers face, in particular during holiday periods when they can struggle with isolation and increased responsibilities. The animations are a wonderful tool for demonstrating to audiences how lives can be empowered through the creative arts."

Nicky Goulder, Co-Founder and CEO of Create

IS THERE ENTRY CRITERIA?

This competition is open to all registered charities based in the UK.

The award will give four charities two brand films, with one film from each charity winning the award for best film. Two of these will be a small charity with an income of under £1 million. Charities with an income of over £1 million will be separately judged.

WHICH REPRESENTATIVE FROM THE CHARITY CAN APPLY?

Although we are happy for anyone in your organisation to complete the form, we do ask that the application be signed off by the CEO.

JUDGING CRITERIA?

Our select panel, made up of distinguished media and charity experts, will judge the applications based on the following:

- The extent to which they can demonstrate the benefit that a film would have in the promotion of their cause
- A clear strategy for how they would put the film to best use
- The creative potential of the ideas they put forward for the content of the film

The panel will comprise representatives from Moore Kingston Smith and Bournemouth University, together with charity and media industry experts.

THE FILM, PRODUCTION AND PROCESS

What is the format of the film?

The film will either be 2D or 3D animation or character animation, or 3S photoreal, VFX (a mixture of live action combined with digital animated assets), stop frame animation or claymation, or any combination of the above.

The film will be 30 seconds in length - the ideal length for a commercial.

The estimated value of the film production is £150,000, and the teams will be using the latest equipment and software available to the production sector.

How would the charities use their film?

Once the charity has their film, they are free to use it however they would like, through any channel. The film will be formatted so that it is compatible with any medium.

How are the films produced?

Our award partners with Bournemouth University's BFX Competition, which was launched in 2012. It is a seven week residential competition for students and recent graduates of animation and VFX and is where the brand films will be produced for the winning charities under the guidance of industry experts. Applicants to the BFX represent the exceptional rising talent in the industry and they will undergo a rigorous judging process before being selected to go through to the residency programme.

In integrating our Creative Vision Award with the BFX Festival, we hope to not only help the charities by giving them a means of extending their reach to potential donors, but also bring a practical element into the BFX Competition - that of a live brief, where teams produce a film within the context of a client relationship. The benefit to them comes not only from the excellent mentorship that they receive during the process but the added factor of working in a 'real life' scenario for a client, which is invaluable for starting off a career in animation.

The teams that create the films will be the film producers of the future, who have already demonstrated their creative excellence and produced work of outstanding quality. They will also be mentored by leading creatives within the industry and the winning charities will be part of the judging process at every step of the way, ensuring that the finished films fulfil their objectives.

THE PROCESS - FROM CHOOSING THE WINNING CHARITY TO THE FINAL FILMS

There are three main elements of the Creative Vision Award. These are:

1. Choosing the winning charities

Charities submit their applications between Friday 18 October 2019 and Friday 10 January 2020.

These applications are reviewed and shortlisted by the Creative Vision Award judging panel.

The winning charities will be announced in January 2020.

2. The script development

During an introductory workshop session at Bournemouth University all the key messages and ideas included within the winning charities' application will be discussed with a number of MA screenwriters at Bournemouth University. The writers will work with the charities during the day to produce as many scripts based on these as possible.

They will then have two weeks to refine these screenplays.

The judging panel, which the winning charities will also sit on, will select the scripts that are felt to best depict each charity's message and objectives. These scripts will be used as the briefs, around which the competing production teams will create their storyboards to be judged. Two scripts will be selected for each charity.

3. Production through the BFX Competition

Part 1 - Student application process

The BFX Competition will open on Monday 13 January 2020 and teams of five members from around the UK will submit applications that consist of team biographies and showreels. The applications will need to be in by Monday 23 March 2020.

The applications will be judged by industry professionals such as MPC, DNEG, The Mill, Framestore and several other studios, plus staff from Bournemouth University, and eight teams will subsequently be selected to take part in the residency programme. Once these teams have been selected, Bournemouth University will organise a live 'FA Cup Draw' in which the teams and the selected scripts will be drawn from two hats - as mentioned above, each charity will work with two teams on different scripts. The teams will then have until late May, working with award winning director and producer Jerry Hibbert to create their storyboards; they will also come up with initial character and environment designs.

The charities will then be invited to a feedback session where they will review the storyboards and provide constructive commentary on all the concepts and ideas put forward. These will subsequently be fed back to the students, who will adapt the storyboards and designs in line with these comments. The revised content will then be presented to everyone, including the charities, Moore Kingston Smith, mentors and fellow competitors on 14 July at Bournemouth University.

Part 2 - Film production

During the summer, the eight teams that are shortlisted will spend their time on the Bournemouth Campus, where they will be given free accommodation as well as a small stipend to help cover their cost of living expenses. During the seven weeks of the competition, they will be given access to one of Bournemouth University's specially configured computer labs as well as the green screen/ motion capture studio, plus cameras.

The teams will also be mentored throughout the film production process by specialists from top animation and VFX companies, whose work includes Star Wars, Avengers, Thor, Shaun the Sheep, X-Men and Pirates of the Caribbean. The

charities will be invited to meet the teams, on 14 July. This is an important part of the process, as it provides the opportunity for each charity to emphasise the key brand messages for the film to get across. There should be a continued dialogue between each charity and their production teams to ensure that the films stay on brief. We would recommend a subsequent visit to Bournemouth before the end of the process, and have scheduled this in on 5 August.

Part 3 - Final films

On 8 September 2020 the finished films will be judged by industry professionals, together with the winning charities. The winner for each charity will be announced at the BFX Awards, which will be held at Bournemouth International Centre a few weeks later. We will also be revealing the winning films, as well as one overall winner, at our Creative Vision Award celebration event in mid October.

HOW MUCH INVOLVEMENT DO THE WINNING CHARITIES HAVE IN THE PRODUCTION PROCESS?

It goes without saying that the purpose of this competition is for the winning charities to get a brand film that they are proud of, that can be actively used and that fulfills all their objectives. Therefore, we understand that the winning charities will want a significant amount of input throughout the process. For this reason, we suggest that the charities take part in all judging throughout the film production process, with the following dates as guidance:

- **12 February 2020** - Scriptwriting workshop
- **17 March 2020** - Script judging - All scripts written in line with the ideas put forward in the winning charities' applications and information gained from the workshop are judged and shortlisted. These will be used as the briefs for the production team applications. Each charity will decide on two final scripts.
- **28 May 2020** - Feedback sessions on storyboards put forward by the production teams that will create the films.
- **14 July 2020** - Winning charities visit Bournemouth University to meet their production teams and view film developments. This is an opportunity to ensure the teams are on brief.
- **5 August 2020** - Winning charities visit Bournemouth University to review the progress of production.
- **8 September 2020** - Finished films judged and winning film selected for each charity.

We realise that you will have many other commitments and so the method of judging is flexible - this is something we would discuss with each winning charity.

WHO IS ON THE JUDGING PANELS?

The charities, representatives from Bournemouth University, representatives from Moore Kingston Smith and prestigious figures within the film and charity industries will form the judging panel throughout the process.

OWNERSHIP AND RIGHTS

Who has ownership of the brand films that are created in the process?

The ownership of each brand film will be shared between the respective charity, the production teams, BFX, Bournemouth University and Moore Kingston Smith. The production teams, BFX organisers, Bournemouth University and Moore Kingston Smith will use the films to promote the BFX Festival and Creative Vision Award and to serve as case studies, with the former using it in their portfolio and perhaps submitting it as an example for a future competition.

TERMS AND CONDITIONS

Please visit cva.mks.co.uk for full terms and conditions.

TOP TIPS

- 1. Make it clear who your target audience is for the film**
- 2. Explain how you will use the film in your marketing**

The idea is that the film would bring something new to your communications strategy.
- 3. Ensure your narrative idea is clear and can realistically fit into a 30 second animated film**

Communicate your ideas visually - if you have existing marketing material to support your application, please feel free to send it in.

Avoid being too prescriptive - the less rigid your ideas, the more creative potential for scripts and production.

4. Stick to the word count and deadline

A shorter application will not prejudice your chance of winning. But please do not exceed the word count.

5. Think about a voiceover to really enhance your film's message

What do you want to get across to your audience? Who would you use? If you have a celebrity ambassador, you may want to ask them to do the voiceover. But you won't miss out on a voiceover if your charity doesn't have a 'famous voice' to call upon.

Applications received after the deadline will not be considered.

TIMING

What are the key dates?

Please note that these dates may be subject to change:

10 January 2020 - Deadline for charity submissions

27 January 2020 - Winning charities announced

12 February 2020 - Scriptwriting workshop at Bournemouth University

17 March 2020 - Script judging with charity representatives in London

28 May 2020 - Feedback session on storyboards from production teams in London

14 July and 5 August - Charities visit Bournemouth University to meet their production teams

28 August 2020 - Completion and submission of final films. BFX Competition residency ends

8 September 2020 - Films judged by panel (including charity representatives)

8 October 2020 - Awards ceremony at Bournemouth International Centre

Mid October 2020 - Creative Vision Award celebratory event in London

IF YOU HAVE ANY QUERIES REGARDING THIS COMPETITION, PLEASE EMAIL CREATIVEVISION@MKS.CO.UK
FOR MORE INFORMATION ON ALL KEY EVENTS PLEASE REFER TO THE CREATIVE VISION AWARD TIMELINE ON OUR WEBSITE.