

**ACADEMY AWARD® accredited &
One of Asia's biggest international short film festivals –**

The SHORT SHORTS FILM FESTIVAL & ASIA presents

Japan's only Branded Movie Festival

The 8th Branded Shorts - Now Open for Submissions

**Highlighted by the newly established HR Competition supported by Indeed
For short films from the perspective of Human Resources as well as
the 2nd Deloitte Digital Award that combines “digital” & “human” themes to
depict the future of the digital world in business and society**

Beginning Monday, August 1st, Branded Shorts, Japan's only international branded movie competition, will begin accepting submissions for the 2023 Short Shorts Film Festival & Asia, one of Asia's biggest international short film festivals and accredited by the Academy Awards.

URL <http://brandedshorts.jp/en/entry2023/>



Branded Shorts, established by the festival in 2016, is a new type of communication by companies and organizations that transcends the boundaries of "advertising" and aims to communicate their social values (services, products, and experiences) to consumers, as a form of "cinematic communication." The festival defines Branded Movies as films that are selected and have eight perspectives; inevitability, ability to change perceptions, ability to share, message power, viewership retention, originality, timelessness, and post-viewing retention.

During the submission period, we will announce a short list that will lead to the final nomination. We will gather jurors from various industries in advertising and film for the 2023 film festival, and the best Branded Movie selection will be awarded the "Branded Shorts of the Year"

The HR category supported by Indeed, newly established this year, is calling out for Branded Movies from the perspective of human resources, and recruitment. The Deloitte Digital Award will be presented to the best film among all nominated entries based on the theme of "Fusion of Digital and Humanity" that emphasize "Purpose"

(meaning of existence), “New” (novelty), “Design,” “Human Experience” (value of human experience), and “Engagement” (affection).

In addition, for the 12th Visual Tourism Awards, we are looking for regional branded movies produced by local governments and organizations.

2022 Jury’s Comments:

The good thing about branded content is that you find yourself drawn to the brand without knowing it. Unlike advertising, it is a tool that allows both the brand side and the user side to build a win-win relationship. (BRANDED SHORTS 2022 Jury Chairman Kentaro Kimura)

A visual genre that is most sensitive to the nuances of the times. (Juror Takuma Takasaki)

Sharing the determination and aim of the company and sometimes causing discussions creates an opportunity to raise the value of the brand. (Juror Mai Osada)

<Branded Shorts 2023 Submission Guideline>

■Period : Monday, August 1, 2022 to Tuesday, February 28, 2023

■Submission : Please refer to Branded Shorts 2023 website

URL: <http://brandedshorts.jp/en/entry2023/>

■Announcement : A Short List of films that will be considered for final nominations will be announced every month on the Branded Shorts website. All the final nominations will be announced by the end of April in 2023.

■Inquiry for submission : entry@brandedshorts.jp

◆For the Deloitte Digital Award

Statement from Go Miyashita, Deloitte Digital Marketing Officer



We rediscovered much potential of branded movie through many award candidates this year.

We hope next 2023 award becomes an opportunity to create “New” way of communication to express companies’ and social purpose.

Looking forward to seeing fantastic works.

◆For the HR competition supported by Indeed

Statement from Go Mizushima, Indeed Japan Marketing Director



Indeed Japan promotes "Owned Media Recruiting," the concept that actively communicates a company's mission, purpose, and culture through their own media.

We have high expectations for the effectiveness of branded movies as a new method of information dissemination.

We believe that a company's appeal does not necessarily have to be grandiose, and that it will resonate more with people if it is realistic. We hope that you will revitalize the dormant attraction of your company and convey it to job seekers.

【SHORT SHORTS FILM FESTIVAL & ASIA】

Actor Tetsuya Bessho, who is also a member of the American Actors Association (SAG), founded the American Short Shorts Film Festival in 1999 with the desire to introduce "short films," which he encountered in the United States, to Japan as a new genre of film. In 2001, the festival was renamed the Short Shorts Film Festival (SSFF) and in 2004 it was recognized as a recognized film festival by the Academy Awards®. In the same year, the Short Shorts Film Festival Asia (SSFF ASIA, co-hosted by Tokyo) was established with the aim of expanding new visual culture originating in Asia, fostering young filmmakers, and currently operates as SSFF & ASIA.

In 2018, to celebrate the 20th anniversary of the film festival, the Grand Prix was named after Director George Lucas. In January 2019, the Short Shorts Film Festival in Hollywood was held to commemorate the 20th anniversary. Since 2019, the four Best Short Award-winning short films from the official competitions (International, Asia International, Japan) and the Non-Fiction Competition, and from 2022, five short films, adding the Best Short Award-winning short film in the Animation competition, have become eligible to be nominated for the Academy Awards for Best Short Film the following year. The SSFF & ASIA will continue to support young creators.

【Official website】 <https://www.shortshorts.org/en>

Press Inquiry: Committee for Short Shorts Film Festival & Asia

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Stills are available here:

<https://drive.google.com/drive/folders/1GTWuknzEyIF2qbWEacUQnslK2ljJGtzg?usp=sharing>