

One of Asia's biggest international short film festivals
 - Short Shorts Film Festival & Asia 2023
 A short film festival aimed at branding
 that draws worldwide attention from video marketers
BRANDED SHORTS 2023
8 jurors & 27 nominated films
from 11 countries are announced

Short Shorts Film Festival & Asia (SSFF & ASIA), one of Asia's biggest international short film festivals & accredited by the Academy Awards® Once again this year, "BRANDED SHORTS 2023," a competition of short films (branded movies) produced by companies and advertising companies for branding purposes. Today, along with the announcement of 8 jurors, 27 nominated films from 11 countries, selected from 695 are now being streamed on our online festival venue. The nominated films will be screened at Akasaka Intercity on June 13 (Tues), and at the BRANDED SHORTS ceremony on June 14 (Wed), the Deloitte Digital Award, with the theme "Fusion of Uniqueness," the Tourism Video Award, Japan Tourism Agency Commissioner's Award, and HR (Human Resources) Competition supported by Indeed, HR Best Short Award. In addition, at the ceremony, a talk event by the judges will be held to discuss the films.

URL : <https://shortshorts.org/2023/branded-short/>

Go Morita, star of "I can't stay next to you forever." (Nomura Real Estate Development Co., Ltd.) and "Love Chamisul 2" (Jinro Co., Ltd.) starring Yui Sakuma and Yuta Koseki. This year's lineup includes many impressive works such as "Me, My Autism & I" (Vanish & Ambitious About Autism). Regarding the tendencies of the submitted films, in the National Category, there were many stories in search of ways to express, such as breaking up long films into a series for web distribution. In addition, in the International category, there were many works that conveyed powerful messages on easy-to-understand topics such as family ties. Furthermore, from the 12th edition of the Visual Tourism Award, 5 finalists will be announced today. Kendo Kobayashi's comedy reincarnated in "Miso Goro Don" in Minami Shimabara City, Nagasaki Prefecture, where he advocates the eradication of the digital world, and Mark Panther's music video navigates a trip in Oita, an onsen prefecture. In addition to enjoying the lineup, we will also specially stream the musical comedy "Fossil of Miracles" from Mizunami City, Gifu Prefecture, the city of fossils. 4 films were nominated for the HR (Human Resources) Competition supported by Indeed. With nominations from a wide variety of industries, such as financial service company and sake manufacturing company, the lineup strongly feels the potential of branded movies in the context of HR..

Branded Shorts 2023 Jury Members

From left:

Chief Jury : Yasuhito Tachibana

(Representative of Nemeton Drama Producer)

Momoko Ando (Film Director)

Mitsuyo Ota (TITAN CO., LTD. CEO)

Ayana Kizaki (NewsPicks Studios Board Member/Chief Producer)

Kentaro Kimura (Executive Officer, International Chief Creative Officer, Hakuodo Director, Executive Creative Director, Hakuodo Kettle)

Takuma Takasaki (Growth Officer / Executive Creative Director, Dentsu Group Inc.)

Masaharu Fujiyoshi (Forbes JAPAN Head editor / Linkties Co. Director)

Chuk Beshar (President & Executive Producer of Plan Be, Inc.)

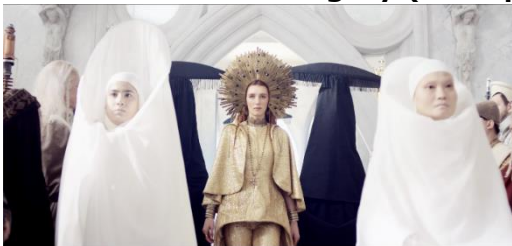


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BRANDED SHORTS 2023 Screening & Streaming Lineups

Nominated short films are streamed at SSFF & ASIA 2023 Online Grand Theater.
Those will be screened at Akasaka Intercity on Mo, June 13th as well.

● International Category (Pickup) “The Secret of Wakany” (Canal+)



The latest film by CANAL+ and its longtime ad agency BETC Paris expresses this particular feeling. You get to discover a young couple that becomes obsessed with the fantasy series THE SECRET OF WAKANY. Season after season, their passion for the show grows until it takes on their whole lives: spending nights watching episodes, turning their home into a museum, getting tattoos, learning the cryptic language. They speak Wakany and eat Wakany. We can consider them addicts.

● National Category (Pickup)



” “I can’t be with you forever”

(Nomura Real Estate Development Co., Ltd.)

This film features Go Morita playing the role of a father, depicting the time spent with his son at home. The film was produced with the aim of raising awareness among young couples aged 25-35, who are either starting a family or planning to do so, about the limited amount of time they have to spend with their children. The survey results that "3 years, 5 months, and 11 days: the amount of time a father spends with their child in their lifetime.

● HR Competition supported by Indeed (Pickup)



“The Journey” (Daimler Truck Financial Services)

THE JOURNEY explores the intricate nature of father-daughter-relationships. Oscillating between distance and attachment, between the lightness of the fleeting moment and the dark joy of melancholy, a woman finds her very own way.

● Visual Tourism Award (Pickup / Special Screening)



“Tensei Misogorodon”

(Minami Shimabara City, Nagasaki)

The man suddenly collapses one day and wakes up to find himself reincarnated as "Miso Gorou" in Nan Shimabara, an alternate world where digital devices like smartphones are prohibited. He meets a girl at a smartphone inspection office run by municipal employees aiming to eradicate the use of digital devices.

<Special Screening>



“Mizunami City PR Short Film "Fascinating Fossils"”

(Mizunami city, Gifu)

Rui Kamado (17 years old), a high school girl who just moved to Mizunami City from the big city, cannot give up her big city ways and is always looking at her smartphone and immersing herself on her social networking accounts. On her way to school, while walking along the river looking at her phone, Rui bumps into something and falls down the riverbank.

<BRANDED SHORTS>

BRANDED SHORTS OF THE YEAR International Category

BRANDED SHORTS OF THE YEAR National Category

Award given to the best BRANDED short film from outside Japan chosen based on eight criteria: essentiality, ability to change perceptions, shareability, strength of message, viewership retention, originality, timeliness, and memory retention.

**Visual Tourism Award,
Japan Tourism Agency
Commissioner's Award**

Among tourism promotional films, movies, and videos produced in all 47 prefectures in Japan, the Visual Tourism Award, Japan Tourism Agency Commissioner of Tourism Award will be given to the most creative, promotional, and topical work, based on the perspective of tourism promotion.

**HR Competition
supported by Indeed
HR Best Short Award**

Award given to the most engaged short film based on the criteria of Purpose, Corporate Appeal and Culture, Message, Sustained Viewing, Originality, and Memory Retention chosen from branding perspectives that lead to recruitment.

**Deloitte Digital
Award**

Select with theme of “fusion of digital and humanity” under the following criteria: Purpose, New, Design, Human Experience and Engagement.

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Category for movies that are produced with the goal of communicating with customers, and promoting the brands of companies and organizations, otherwise known as branded movies.

【Branded Shorts 2023 Jury Members】



Chief Jury
Yasuhito Tachibana

(Representative of Nemeton Drama Producer)

President of production company "Nemeton." After graduating from the University of Tokyo in 2001, joined USEN. After working for Dremax Television (now TBS Sparkle), established Nemeton in 2018. Main productions include the hit Netflix show "Naked Director," "Oh My Jump!" In addition to documentary production for "Jonetsu Tairiku" and stage production for "Akatsuki no Mikado" and "Clover with Love," he also presides over WorldView Research Institute and Story Lab.



Momoko Ando (Film Director)

Born in Tokyo in 1982. Studied in high school abroad in England and graduated from the Faculty of Arts, University of London. He then studied filmmaking in New York, worked as an assistant director, and made his debut as a director and screenwriter with "Kakera" in 2010. In 2011, he released his first full-length novel, "0.5 mm," which he directed, wrote the screenplay, and made into a movie in 2014. The film won many awards, including the Best Picture Award at the 39th Hochi Film Award, the Best Screenplay Award at the 69th Mainichi Film Concours, and the Best Director Award at the 18th Shanghai International Film Festival. In 2023, the "Kinema Museum," centered on the theme of emotions and culture through movies, is scheduled to open in the heart of Kochi City as well as current preparations for a film festival in Kochi Prefecture to spread local cultures throughout the nation.



Mitsuyo Ota (TITAN CO., LTD. CEO)

Born in Tokyo in 1964. After graduating from high school, she worked as a magazine model before becoming a TV personality. In 1990, she married Hikaru Ota of "Bakusho Mondai" fame, who was also a member of the same production company. The following year, in 1991, she established the entertainment production company Titan, which was incorporated in 1993 and became its president. Currently, as president, she is busy with a roster of talent, writers, and employees, and also serves as chairman of "Titan's School." Her books include "When I Was a 'Ningyohime'" (Shueisha International), "Okusama wa Boss" (Bunshun Bunko), "Joshi Boss no Elegant and Radical Everyday" (Yamato Shobo), and "Dokuritsu" (Kinobooks).



Ayana Kizaki (NewsPicks Studios Board Member/Chief Producer)

Established NewsPicks shows such as "The UPDATE" "OFFRECO," "2 Sides," etc. After graduating from Waseda University, she joined Toshiba EMI and was in charge of media promotion for the international music division. Moved to the United States in 2008 and became a director for TV Tokyo's NY branch office. She conducted an interview with Elon Musk, the CEO of SPACEX, and covered news related to major IT companies and the US economy. She was in charge of Forbes Japan's coverage in Florida, and co-authored articles related to football player Keisuke Honda and actor Will Smith's Dreamers Fund. After spending 10 years in the US, she returned to Japan and is now a mother of two children.



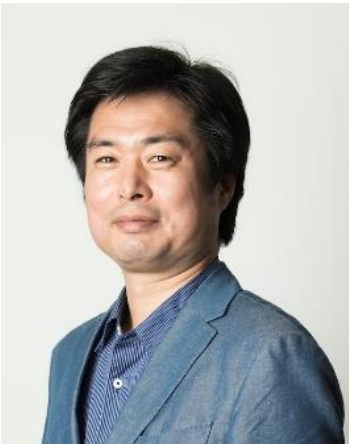
Kentaro Kimura (Executive Officer, International Chief Creative Officer, Hakuhodo Director, Executive Creative Director, Hakuhodo Kettle)

At Hakuhodo, he developed a style that integrates everything from strategy to execution, and established Hakuhodo Kettle in 2006. Producing innovative campaigns and branded content as Co-CEO and ECD. Since 2017, he has been traveling around the world as Chief Creative Officer leading the global business of Hakuhodo Headquarters. He has won more than 150 domestic and international advertising awards, including 10 grand prizes, and has over 30 years of experience judging international advertising awards including Cannes. Most recently, he served as chairman of the jury for film at the London International Advertising Awards and chairman for branded content at the Asia-Pacific Advertising Festival. Co-authored "Breakthrough Inspiration is Born from Logic."



Takuma Takasaki (Growth Officer / Executive Creative Director, Dentsu Group Inc.)

He was in charge of advertising campaigns such as JR "Ikuze, Tohoku," Suntory "Orangina," P&G "Laundry Daimyo," Iris Ohyama "Kaname Honesty." Many domestic and international awards, including two Creators of the Year awards. He also worked on the novel "Auto Reverse" and the picture book "Makkuro." Selected for 2023 Cannes Film Festival Competition. Co-wrote and produced "PERFECTDAYS" directed by Wim Wenders.



Masaharu Fujiyoshi (Forbes JAPAN Head editor / Linkties Co. Director)

Forbes JAPAN Head editor. His book Fukui Model: The Future Begins in the Region (Bungeishunju) was nominated for the 2015 Shincho Documentary Award. In 2016, the Korean version was released, and it was ranked first in the "Book of 2016" selected by the book reviewers of Korea Ohmy News. In 2017, it was selected as one of the 20 recommended books for university students by the Korea Publishing Culture Agency.



Chuck Beshar (President & Executive Producer of Plan Be, Inc.)

Mr. Beshar is a passionate DE&I activist based in Japan. He is currently President & Executive Producer of Plan Be, Inc., a communication planning, content marketing, film production, and management consulting firm. Previously, he served as a Director of Branded Entertainment and Sports Marketing at Coca-Cola Japan Company, where he produced branded content in various formats such as film, music, TV programs, and global events such as the Olympics and FIFA World Cup.



<映画祭ポスタービジュアル>

【 Short Shorts Film Festival & Asia 2023】

- Festival President : Tetsuya Bessho
- Period : June 6th (TUE) ~ June 26th (MON)
Online Venue; April 27th (THU) ~ July 10th (Mon)
- Screening Venues :
TORQUE SPICE & HERB, TABLE & COURT (Shibuya) 、
Futakotamagawa Rise Studio & Hall ,Euro Live,
Omotesando Hills Space O、 Akasaka Intercity Conference
Online Venue ※Schedules are varied depends on each venue
- Admission : Free ※some events may be charged
Seats Reservation from April 27
- Inquiry : info@shortshorts.org
- Official Site : <https://shortshorts.org/2023/en/>
- Organizer : Committee for Short Shorts / Committee for Short
Shorts Asia

【PRESS INQUIRY】

Committee for Short Shorts Fuyumi Tanaka
E-mail : press@shortshorts.org

Still's are Available at:

<https://drive.google.com/drive/folders/1YeaLLEcIK2Em3tV06sm19pnKQiQ76KPF>