

Asia's Largest International Film Festival : Short Shorts Film Festival & Asia 2024
A Festival of Short Film for branding purposes

that is attracting the attention of global video marketers

BRANDED SHORTS 2024
5 Jurors are announced:
**Chief Jury Takuma Takasaki, Masaya Asai,
 Mayuko Amanashi, Kentaro Kimura and Yuko Hakota**
**Nomination includes branded movie directed by &
 starring Martin Scorsese, one starring Ryan Gosling**

Academy Awards® qualifying Asia's one of the largest international film festivals, Short Shorts Film Festival & Asia 2024 is going to showcase branded movies produced by corporations and organizations as BRANEDS SHORTS 2024 at Akasaka Intercity Conference.

28 nominated branded movies are judged by the 5 jurors who are announced today.

This year's International category includes "Marty & Francesca Make a Website", directed by and starring Martin Scorsese (Squarespace), and "The Chase for Carrera", starring Ryan Gosling (TAG Heuer).

Screenings will take place on 10 (Mon), 11 (Tue) and 12 at Akasaka Intercity as well as SSFF & ASIA 2024 Online Grand Theater from June 1. Each award will be announced at the BRANDED SHORTS Ceremony on Wed, June 12th. URL : <https://www.shortshorts.org/2024/branded-ceremony/>

BRANDED SHORTS 2024 Jurors

From left:

Chief Jury : Takasaki Takuma (Creative Director)

Masaya Asai (Droga5 Tokyo, Part of Accenture Song Chief Creative Officer)

Mayuko Amanashi (Studio neco Co., Ltd. Representative Director/Movie Producer)

Kentaro Kimura (Hakuhodo, International Chief Creative Officer and Corporate Officer Hakuhodo Kettle, Founder)

Yuko Hakota (Film director)

Pick Up from nominations


『Marty & Francesca
 Make a Website』
 USA / 3:51 /
 2024/Squarespace



『The Chase for
 Carrera』
 Australia
 /5:16/2024/
 TAG Heuer

[BRANDED SHORTS 2024 Jurors]



Chief Jury : Takuma Takasaki (Creative Director)

Growth Officer/Executive Creative Director of Dentsu Inc..

Has won many domestic and international advertising awards, including his three time Creator of the Year award in 2023. Main projects include Suntory All Free, Orangina, Acerola, JR East, and Tohoku, P&G Bold Washing Daimyo, Iris Ohyama Kaname Honest, etc. In charge of planning, scriptwriting, and production for the movie "PERFECT DAYS" (directed by Wim Wenders), it has been released in 87 countries around the world and was nominated for Best Actor at the Cannes Film Festival and the Academy Award for International Feature. His books include "Auto Reverse," about young boys who are ardent fans of actress Kyoko Koizumi and the novel "Haruka Kakera." Other books include "Techniques of Expression", a collection of advertising skills, and the picture book "Makkuro." At J-WAVE radio, he is the DJ for "BITS & BOBS TOKYO" every Friday night.



Masaya Asai (Droga5 Tokyo, Part of Accenture Song Chief Creative Officer)

Problem-solving through creativity and innovation has always been the focus of Masaya's career and passion. His bi-cultural perspective—drawn from his roots in Japan and the US—has been praised and recognized internationally. He has won over 100 international awards, including Cannes Lions Grand Prix and Grand Clio. In 2018, he was featured on a "39 Designers who will change the world" list by Forbes Magazine Japan, in 2019 he appeared on the "40 under 40: Young Leaders in APAC" list and in 2020 he was named "Creative Person of the Year" by Campaign Asia.



Mayuko Amanashi

(Studio neco Co., Ltd. Representative Director/Movie Producer)

Born in Tokyo in 1994. After supervising a film festival, she became involved in producing dramas and movies at LDS Co., Ltd.'s video division. After leaving the company, started Studio neco Co., Ltd., and produced the film "Beautiful Dreamer" directed by Katsuyuki Motohiro, which was released in November 2020. Since then, has worked on many movies and TV dramas. Served as a PFF selection member in 2021. In recent years, has produced many original films including Netflix's "Talk Survivor," TX drama "Mass-Produced Rico," "Traveling Sandwich," "Japanese Style," and "dependence" Last year was selected for the Japanese people who change the world, "30 UNDER 30 JAPAN 2023" by Forbes magazine.



Kentaro Kimura (Hakuhodo, International Chief Creative Officer and Corporate Officer Hakuhodo Kettle, Founde)

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." In 2024, He serves as Jury President of Digital Craft Lion at Cannes Lions.



Yuko Hakota (Film Director)

Born in Ibaraki Prefecture. Graduated from the Department of Painting, Faculty of Fine Arts, Tokyo University of the Arts. After leaving AOI Pro., joined CluB_A. Worked on numerous commercials as a commercial director, including Kubota's "Kubota Supports" series, McDonald's Japan's "Tsukimi Burger, I Know," Suntory Kinmugi series, and Concorde series. Her feature film debut came in 2019 with "Blue Hour." Also directed Netflix Series "He's Expecting" and NHK night drama "Yumin Stories: End of Winter." Awards include '21 ACC Film Category Craft Award (Director), 22nd Shanghai International Film Festival Asian Newcomer Category Best Director Award Winner.

<BRANDED SHORTS 2024 Outline>

Schedule : Mon, June 10 to Wed, June 12

Time varies depends on the screening program / Seminar.

Venue : Akasaka Intercity Conference

Contents : ① Screening of nominated titles : Mon, June 10 to Wed, June 12

② Seminars : Mon, June 10 & Tue, June 12 *only in Japanese

③ BRANDED SHORTS Ceremony : Wed, June 12

(Screening, Talk events with Jurors, Awards Announcement and Presentation)

Tickets : ① Screening 1500JPY

② Seminars 1500JPY

③ Ceremony

the 1st part 2,000JPY / the 2nd part 2,000JPY / combination 3,000JPY

<https://shortshorts2024branded0612.peatix.com/>

[Short Shorts Film Festival & Asia 2024 Outline]

■ Dates : Tuesday, June 4th Opening Ceremony, Monday June 17th Award Ceremony

Online Venue starts from Thursday, April 25th to Sunday June 30th

Screening in Tokyo starts from Thursday June 6th to Sunday June 16th

■ Venues : Omotesando Hills, Euro Live, Akasaka Intercity Conference, Futakotamagawa Studio Rise & Hall, MIKAN SHIMOKITA, Online Venue ※Schedules are varied depends on each venue

■ Tickets :

● 1 program ticket

<Advance tickets> General admission: 1,500 yen

Students / Seniors (over 60 years old) / Disability discount: 1,200 yen

Free admission for below primary schools age and younger

<Same-day tickets> General Admission: 1,800 yen

Students / Seniors (over 60 years old) / Disabled discount: 1,500 yen

Free admission for below primary schools age and younger

● One-day Pass

<Advance tickets> General admission: 3,500 yen

Students / Seniors (over 60 years old) / Disability discount: 2,800 yen

Free admission for below primary schools age

<Same-day tickets> General admission: 3,800 yen

Students / Seniors (over 60 years old) / Disabled discount: 3,000 yen

Free admission for below primary schools age and under

● Passport

(Special passport that allows you to enjoy the programs at all the venues except MIKAN SHIMOKITA during the festival period)

*Applicable to all venues except MIKAN SHIMOKITA.

General admission: 7,000 yen

Students / Seniors (over 60 years old) / Disabled discount: 5,500 yen

*Passport

(Special passport that allows you to enjoy the programs at all the venues except MIKAN SHIMOKITA during the festival period & OPENING CEREMONY) : 11,500 yen

Students / Seniors (over 60 years old) / Disabled discount: 10,000 yen

● Other MIKAN SHIMOKITA <Advance tickets> 1,000 yen <Same-day tickets> 1,200JPY

● Online Venue 4/25 - 5/24 U-25 program、AI program、Very Short program

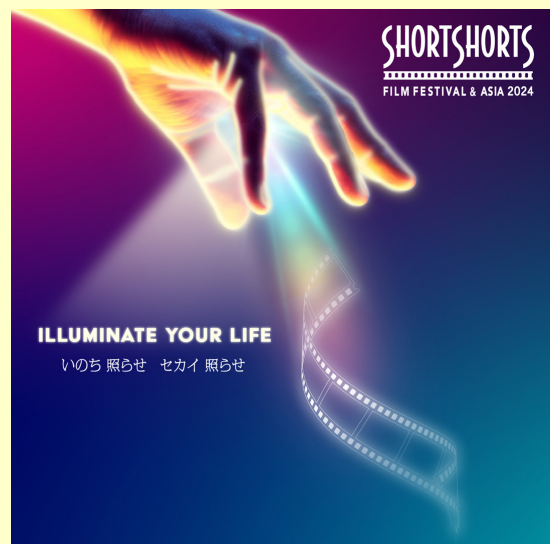
Japan 1,000 yen Outside Japan US\$ 5.00

6/1 - 6/30 Official Competitions and other programs

Japan 2,500 yen Outside Japan US\$ 15.00

■ General Inquiry : 03-5474-8844

■ Official Site : <https://www.shortshorts.org/2024>



<SSFF & ASIA 2024 Poster Visual>

Based on this year's theme

'Illuminate Your Life',

AI-generated visuals was created

[Press Inquiry]

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

Stills are here:

<https://drive.google.com/drive/folders/18jwSNA6tKXi1xl-R0o0ljGgHKUTmb3Sk?usp=sharing>