



2020

*Coca-Cola*  REGAL  
 **FILMS**

PROGRAM BRIEF

# LIGHTS. CAMERA. REFRESHMENT.

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**Hello, student filmmaker!** Welcome to the most refreshing and exciting student film competition. We're delighted that you're part of this program and we can't wait to read your script and see, if selected, how it's brought to life on the big screen.

This brief includes all the information required to submit to Coca-Cola Regal Films including:

- 2020 Filmmaking Challenge
- Brand Background
- Inspiration and References
- Additional Parameters and Mandates
- Program Overview
- Submission & Jury Process

Thanks in advance for all of your hard work. We look forward to seeing your ideas!



# PROGRAM OVERVIEW

Now that you're excited about the program, this section will breakdown the details of how it will all work.

# PROGRAM DETAILS

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- Develop a 30-second Regal & Coca-Cola co-branded short film to run in all Regal locations nationally (TRT: 35 seconds; 30 seconds for film, 5 seconds for bumper).
- There will be up to five scripts/finalists chosen.
- Finalists will receive \$15,000 to produce their film and capture behind-the-scenes footage. All film crews will be mentored throughout the program.
- Student Finalists are encouraged to work with a student Social Media Manager throughout the 6-month process. All students will receive social media & marketing mentorship to help maximize their experience.
- A panel of industry experts make up the Red Ribbon Panel and will judge the technical aspects of the films, their creativity, entertainment value, and brand fit in order to select the grand prize winner. The Coca-Cola Regal Films Grand Prize winner will be featured in Regal theatres nationwide.
- Additional PR opportunities may become available and finalists may be invited to participate in events at a later date.

# 2020 Team Composition

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The film industry has identified an extreme underrepresentation of women in filmmaking positions. To help address this The Coca-Cola Regal Films program will require the submitting teams have at least 50% or more members that self-identify as female. In addition to this requirement, the Coca-Cola Regal Films program will go further in providing student filmmakers, beyond program participants, access to entrepreneurial and career development resources in connection with The Coca-Cola Company's 5by20 initiative, which seeks to empower 5 million women entrepreneurs by the end of year 2020.

The Coca-Cola Regal Films Program is open to qualified filmmaking students without regard to race, color, disability, religion, sexual orientation, age, nationality or ethnicity or status in any group protected by federal, state, or local laws. The Coca-Cola Regal Films Program also does not discriminate on the basis of race, color, disability, religion, sexual orientation, age, nationality or ethnic origin or status in any group protected by federal, state, or local laws, in administration of its program and activities. Our new requirement is one way we are strongly encouraging gender diversity and inclusion in the composition of Finalists' production teams and crews.



More information on 5by20 can be found <https://www.coca-colacompany.com/5by20>



# WHAT TO EXPECT IF YOU ARE A FINALIST

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**If your script is selected as one of the scripts to be produced, below is information on the requirements of being a Coca-Cola Regal Films finalist:**

- Finalists select a majority student crew but can engage key professionals as needed. Your key crew members will need to be available from pre-production through production. (See timeline for dates)
- Finalists will be responsible for all applicable taxes (see line item labeled “prize tax” in the budget worksheet).
- Finalists will receive a handbook with a detailed timeline, all production guidelines and best commercial practices.
- Student budgets submitted as part of the application process are not final. Once selected each budget will be reviewed with a production mentor.
- All finalists will be given in-kind access to a Regal theatre in their area. Any filming inside or outside a theatre must be done at a Regal theatre.
- Coca-Cola Regal Films will work with each finalist to record a 5-second introduction for your film. This is not something that needs to be scripted in advance.
- There are a variety of cup sizes but a small is the hero cup in all primary shots. In addition, each film showcases both Coke and Coke Zero Sugar cups.
- Finalist teams are required to document their film development with a behind-the-scenes (“BTS”) crew. The BTS will be used to promote the projects and programs through social media. At the sponsor’s sole discretion, some or all BTS content may be shared on Coca-Cola-owned digital platforms and/or Regal platforms.
- Each team will be required to add a social-media manager to their team. This person will be responsible for promotion of the films and details will be provided in the program handbook.

# TECHNICAL PARTNERSHIPS

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**The goal of this program is to help support the next generation of creatives.  
The Coca-Cola Regal Films program has partnered with professional resources to help make the work even stronger!**

The logo for EFILM, consisting of the word "EFILM" in a bold, black, sans-serif font with a registered trademark symbol.

EFILM provides industry-leading, award-winning color finishing services and ground-breaking technology to top filmmakers and emerging talent, putting the same care into indie projects as hundred million dollar features. Each finalist film will receive color mentorship and an in kind color session during Post Production.



# STUDENT FILMMAKING CHALLENGE

This section outlines the scripting requirements needed to participate in this challenge.



# 2020 STUDENT CHALLENGE OVERVIEW

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**Student Scripting Challenge:** Write a 00:30 Coca-Cola and Regal co-branded film to run in all Regal locations.

**The Brief:** Leverage the following elements to bring to life how Popcorn and Coke enhance the moviegoing experience. Think about how these elements compliment each other.

- **BREAK** - This teen generation is more overwhelmed than ever. Going to the movies provides an opportunity to have the ultimate break in your week, to be entertained, to relax, to share a special moment with friends and/or family.
- **RITUAL** - The delicious combination of warm Regal popcorn with an ice cold refreshing Coca-Cola to wash it down make the movie-going moments even more special. Dive into the rituals that make the movie going experience special and unique.
- **BEST PLACE TO WATCH** - Regal's focus is on being the best place to watch a movie. Think about the sacred space that Regal provides for moviegoers to feel all the emotions that the movies evoke.

# 2020 STUDENT CHALLENGE OVERVIEW

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**The Mindset:** Going to the movies provides a truly unique break. It provides a time to break away, be entertained and share a special moment with friends and/or family and really unplug. It starts with the anticipation of getting to see that new feature and the planning that goes into it. The magical experience is made more special with the ritual of consuming the delicious combination of warm Regal popcorn and an ice-cold refreshing Coca-Cola. What a perfect break! An ice cold Coke, Regal popcorn and a movie are calling your name and you know you better head to Regal because it's, "THE best place to watch a movie!"

# SCRIPT ELEMENTS

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**Additional insights and data to illuminate this year's theme:**

## **BREAK**

- Teens need moments of optimism and a time to recharge more than ever. They tell us they need a break!
- 1/3 of teens feel completely “overwhelmed” and 79% put pressure on themselves to stay “positive and upbeat”.
- Going to the movies is one of the few activities where teens totally unplug from technology. Phones are on silent and theatre guests are transported into movie magic.

## **REGAL MOVIE GOING EXPERIENCE**

- Regal rewards moviegoers for their love of movies. The Regal Unlimited subscription program provides guests with infinite possibilities of going to the movies. It's the only truly unlimited program and guests receive 10% off concessions every time.
- Infinite possibilities of going to the movies means – taking that much-needed break, spending more time with friends ...the options are endless.
- The movies, Regal popcorn and Coke can bring people together.
- Regal has the best theater environments: luxurious seats, modern spacious lobbies, obsessively clean facilities
- Regal features the best technology in movie-going: innovation in the theatre (such as 4DX & ScreenX), online and in the mobile app.

# SCRIPT ELEMENTS

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## RITUAL

- A ritual is a set of actions done regularly. Sometimes they help you relax, like reading the paper every morning with your coffee. They can also help with focus and preparation for big events - think about your favorite athletes' pre-game rituals.
- The movie going ritual is more than just the time at the movie – it's the “pre”, “during” and “post” movie going activities
  - Pre – what are the things that are thought about prior, the anticipation, the planning regimen, the social side of it
  - During – The combination of warm Regal popcorn with an ice cold refreshing Coca-Cola to wash it down simply makes movie going moments even more special. In order to build the ritual of Coke, Regal popcorn and a movie at Regal, we start by reminding moviegoers how these items make their experience complete:
    - Coke and Popcorn are the perfect pairing.
    - The smell, taste and feel heightens the sensory experience
    - Sitting in a Regal movie theater, eating Regal popcorn and drinking Coca-Cola is a fun, positive and uplifting experience. It allows guests to have a moment to let go, escape and just relax
  - Post – After going to a movie, guests love to talk about it, post on social media, go back and see it again, go online and look up more info about the movie, the cast, the making of the movie – they love to share and extend their experience.

# TARGET AUDIENCE

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- While moviegoers come in all ages, the core target is older teens (think 18-19) while not alienating broader groups.
- It's important to represent a multicultural and diverse audience – Regal operates all over the US.
- Your film also needs to be appropriate for all audiences, it will be shown with G, PG, PG-13 and R-rated films.

# TEEN INSIGHTS

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**Your script should speak to this core target. Below are some insights to help inspire your writing:**

- Teens need moments of optimism and need UPLIFTING BREAKS from the craziness of their day-to-day lives.
- 2/3 of teens say it's important to take a break in their busy week.
- Teens are going through the same life stages we've all been through (they are physically becoming an adult).
- They are in a vulnerable time of self discovery, they want to be recognized and empowered.
- They are pack animals who value individuality, but also crave togetherness with friends who understand them.
- Teens recognize authenticity and call it out when it isn't authentic.
- Always speak with them not *at* them.
- We receive MANY "date night" scripts each year and, while allowed, we challenge you to surprise the judges with something new.
- We've learned that while teens are more overwhelmed than ever, they don't like to be reminded of stress as that stresses them out more. For example see this commercial that did not test well with teens:  
<https://www.youtube.com/watch?v=opBP7Fh3itQ>

# WHAT DO WE WANT TO COMMUNICATE?

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# BRAND BACKGROUND

In order to help you integrate both Coca-Cola and Regal, we've provided brand background.

Use this information to better integrate the brands into your spot.



# COCA-COLA GLOBAL BRAND – LOOK, FEEL & TONE

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Coca-Cola is one of the oldest, most recognized, respected and loved brands in the world. The Coca-Cola Company is steeped in history and tradition where heritage is honored and values are respected. You must keep the following in mind when writing your scripts and, if selected, producing your film.

Echo the following brand sentiments:

- **Insight** – More than ever, people need positive moments of simple, uplifting pleasure and connection.
- **Belief** – Even the smallest acts of optimism, including sharing a Coca-Cola, can bring us together.
- **Promise** – Coca-Cola will always be the authentic cola taste experience that uplifts and brings positivity in every sip.
- **Values** – Inclusiveness, Closeness, Active Optimism, Authenticity, Socially Conscious.
- **Personality** – Social and outgoing, In-the-know, Dynamic, Confident yet humble, Positive, Genuine, Optimistic, Timeless.
- **Benefits** – Fulfilling pleasure with original great Coca-Cola taste that provides a unique refreshment experience that uplifts & also relaxes.

Leverage and integrate brand intrinsics to drive “craveability”:

- Delicious, unique taste, refreshing.
- Goes great with popcorn.
- Gives uplift.

Other: Do not have to use the campaign tagline “Taste the Feeling” anywhere in your film.



# REGAL BRAND VOICE & TONE

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Regal is a company of movie lovers. Our Cast Members are passionate about creating that one-of-a-kind experience of seeing a great movie at a great theatre. However, with more choice today than ever before in places to view movies — tiny mobile screens, streaming apps, smart TVs, home theatres, etc. — it's vital that the local theatre remains a sacred space where we go OUT to the movies. The smell of the popcorn, the smile of a welcoming usher, the feel of the luxury seat, the fizz of the Coke... they all combine to create a SENSE OF PLACE that is vital to the shared experience. So Regal's guiding vision is the creation of fun, memorable, and welcome destination for each and every guest.

**Regal's Brand Promise: "The Best Place to Watch a Movie"**

Your film should echo Regal's brand strategy:

- Regal has the best theater environments: luxurious seats, modern spacious lobbies, obsessively clean
- Regal features the best technology in movie-going: innovation in the theatre (such as 4DX & ScreenX), online & the mobile app
- Regal is home to the best service: passionate employees who deliver memorable experiences
- Regal has two best-in-class guest programs:
  - the free Regal Crown Club<sup>®</sup> which delights loyal guests with distinct rewards and great values.
  - the new Regal Unlimited<sup>™</sup> subscription plan, which gives members *unlimited* opportunities to see the movies they love.

## How Regal's Brand Principles create our Brand Personality:

<i>We stand for:</i>	<i>...therefore Regal feels:</i>
• Welcoming hospitality	Inclusive
• Technological excellence	Confident
• Exciting experiences	Passionate
• Enjoyment for everyone	Warm

Think of Regal as your smiling, group-gathering friend that's always saying "Hey, let's go out to a movie!" We are the party host that works hard to keep the moviegoing experience fresh and fun for everyone.



the **best** place to watch a movie





# ADDITIONAL PARAMETERS & MANDATES

# ANIMATION, CGI & VFX

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**Animated scripts are welcome to be submitted. There are a few additional considerations for animated concepts.**

- All finalists adhere to the same post production schedule. Animation finalists will be required to showcase rendered versions of their animations throughout post production.
- Consider submitting animation-style examples or storyboards along with your script and budget. This is not a requirement.
- The Coca-Cola Company and Regal are committed to the responsible marketing of their brand and products. All spots must respect the roles of parents and caregivers by NOT marketing to children under 15 years of age. Keep this in mind if you plan to include animated characters.

## **PLEASE AVOID THE FOLLOWING:**

- No animations of trademarks, competitor brands or established characters are allowed in your spot. Borrowing the equity from animated characters, third-party characters or celebrities that primarily appeal to children is not permitted.
- Coca-Cola products (bottle, aluminum can or cup) may NOT be animated to have “human” characteristics; for example, eyes, talking, etc.
- Avoid cartoon-like animation styles. All animation styles must appear realistic so not to appear as though the spot is being marketed to children. That includes retro styled animations that might be aimed at an older target.
- Submissions may not be eligible if they imply cause and effect as it relates to health claims or leads to supernatural powers.

# PRODUCT INTEGRATION & MANDATES

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**Below is a list of requirements to include in your spot:**

- Students are not expected to script for their opening 5-second bumper.
- It is preferable to refer to the Regal brand simply as “Regal” and not Regal Cinemas or Regal Entertainment Group.
- When referencing both brands in your scripts: Coca-Cola product **inside** a Regal theater should be enjoyed from a Coca-Cola cup. Anything **outside** should reference the Coca-Cola contour glass bottle. Regal Popcorn should always be showcased in a tub or bag.
- There are a variety of cup sizes but a small is the hero cup in all primary shots. In addition, each film showcases both Coke and Coke Zero Sugar cups.
- Students must use original music and own the rights to all film elements, including but not limited to: actors, art, music, sound effects, etc., featured in their film. Please include funds for music when submitting budgets.
- The Coca-Cola Company and Regal are committed to the responsible marketing of their brand and products. All spots must respect the roles of parents and caregivers by not marketing to children under 15 years of age.
- Submissions may not be eligible if they imply cause and effect as it relates to health claims or leads to supernatural powers.

# SCRIPT REQUIREMENTS & RESTRICTIONS

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Please follow the script requirements listed below and ensure your content does not violate the restrictions listed.

## Script Requirements:

- Must be in English.
- Must be the length appropriate for a 30-second film (approximately 1 page or less).
- Must NOT contain a separate title page. The title of the script should be displayed at the top of the script.
- The names of the team members or the name of the school should NOT displayed anywhere on the script.

## Content Restrictions:

- Must be able to be created and produced as a film for \$15,000 or less.
- Must not disparage, ridicule, denigrate or embarrass The Coca-Cola Company, its employees or products, or Regal or its employees, products, or services or any other Contest sponsors or related parties.
- Must not contain any indecent, vulgar, obscene or offensive material, including, but not limited to, material surrounding terrorism, guns, foul language and/or adult content.
- Must NOT show children under 15 years old without the presence of a parent or caregiver; visible face, torso and significant presence of a parent or caregiver must be evident in the spot and narrative created. All youth portrayed alone in any media must be and clearly look like a youth of 15 years or older.
- Must not contain brand names or trademarks other than those owned by The Coca-Cola Company and/or Regal. Team members have a limited license to use these brand names and trademarks to create and submit material for this contest only.
- Must be the original work of the team and created specifically for this contest.
- Your film needs to be appropriate for all audiences, meaning it will be shown with G, PG,PG-13 and R-rated films.
- Must not include any live animals.
- Must never show an empty theatre.





# INSPIRATION & REFERENCES

# COMMERCIAL EXAMPLES

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## *REGAL THIRST*

“Thirst” drives product craveability and the “ahh” moment of sipping an ice-cold Coca-Cola.

Main takeaway: drives product craveability, conveys refreshment.



<http://bit.ly/CokeRegalThirst>

## *COKE: SIP STEALER*

“Sip Stealer” tells the Coke story of desired thirst and refreshment through a simple model in a relatable way.

Main takeaway: simple storytelling, conveys thirst and a desire for the product.



<https://youtu.be/1rcgypBD34s>

## *REGAL UNLIMITED LAUNCH*

The Regal Unlimited subscription program provides guests with infinite possibilities of going to the movies.

Main takeaway: Regal rewards movie goers for their love of the movies.



<https://youtu.be/Bv2AefRfWkg>

The program has had many amazing student spots, but we've selected a few to help inspire: <http://bit.ly/2PCvxHg>



# SUBMISSION & JURY PROCESS

# APPROXIMATE TIMELINE

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TASK	DATES
Call For Entries Early Submission Deadline	August 27 – September 20 at 11:59 p.m. ET
Call For Entries Final Deadline	Thursday, October 10, 2019 11:59 p.m. ET
Semi Finalists Selection	Friday, November 1, 2019
Semi Finalists Revision and Storyboards Due	Thursday, November 7, 2019 at 5 p.m. ET
Finalists Announced	November 27, 2019
Pre-Production	November 28 - January 13, 2020
Production	January 14, 2020 - February 14, 2020
Post Production	February 15, 2020 - March 16, 2020
Red Ribbon Panel Review	April 6, 2020 - April 15, 2020
Grand Prize winning announcement	April 16, 2020 - May 15, 2020
Grand Prize Winning Film in Theaters	May 2020

## SELECTION PROCESS

Narrowing all the amazing applications to 5 finalists is the challenge – and it's difficult!

As many as 15 of the highest-scoring teams and will be selected as semi-finalists. Each semi-finalist team will receive feedback on the script, rework it, and re-submit by the dates listed above. All applicants will be notified of their status by **November 27, 2019**.

# PARTICIPATING SCHOOLS

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Thirty eight film schools have been selected to participate. Below are the key faculty administrators who manage the program on each campus. All program applications must be signed and approved by the key faculty administrators.

## School Contacts

- AFI** Joenique Rose: [jrose@afi.com](mailto:jrose@afi.com) , Jonathan Sanchez Leos: [jsleos@afi.com](mailto:jsleos@afi.com)
- Arizona State University** Chris LaMont: [clamont@asu.edu](mailto:clamont@asu.edu), Adam Collis: [acollis1@asu.edu](mailto:acollis1@asu.edu)
- Biola University** Gerald Fisher: [gerald.fisher@biola.edu](mailto:gerald.fisher@biola.edu), Taylor Horky: [taylor.horky@biola.edu](mailto:taylor.horky@biola.edu)
- California University** Donna Thomas: [dethomas@csulb.edu](mailto:dethomas@csulb.edu), Dave O'Brien: [dave@deliberatecontent.rog](mailto:dave@deliberatecontent.rog)
- Chapman University** Taylor Braun: [tbraun@chapman.edu](mailto:tbraun@chapman.edu), Jim Fredrick: [fredrick@chapman.edu](mailto:fredrick@chapman.edu)
- Columbia College Chicago** Carolina Posse: [cposse@colum.edu](mailto:cposse@colum.edu), Tom Fraterrigo: [tfraterrigo@colum.edu](mailto:tfraterrigo@colum.edu), Adam Jones: [ajones@colum.edu](mailto:ajones@colum.edu)
- Elon University** Youssef Osman: [yosman@elon.edu](mailto:yosman@elon.edu)
- Florida State University** Brenda Mills: [bmills@fsu.edu](mailto:bmills@fsu.edu)
- Full Sail** Plank, Kerry: [kplank@fullsail.com](mailto:kplank@fullsail.com)
- Georgia State University** Phil Lewis: [plewis14@gsu.edu](mailto:plewis14@gsu.edu)
- Hofstra University** William Jennings: [william.jennings@hofstra.edu](mailto:william.jennings@hofstra.edu), Adria Marlowe: [adria.marlowe@hofstra.edu](mailto:adria.marlowe@hofstra.edu)
- Indiana University** Sarah Cady: [scady@indiana.edu](mailto:scady@indiana.edu)
- Iona College** Matt Cardin: [mcardin@iona.edu](mailto:mcardin@iona.edu)
- Ithaca College** Jack Powers: [jackpowers2@gmail.com](mailto:jackpowers2@gmail.com), Jack Bryant: [bryant@ithaca.edu](mailto:bryant@ithaca.edu)
- LA Film School** Moana Sherrill: [msherrill@lafilm.edu](mailto:msherrill@lafilm.edu), Jay Zabriskie: [jzabriskie@lafilm.edu](mailto:jzabriskie@lafilm.edu)
- Loyola Marymount University** Matthew Mills: [matthew.mills@lmu.edu](mailto:matthew.mills@lmu.edu)
- Morehouse College** Avery Williams: [awilliams@morehouse.edu](mailto:awilliams@morehouse.edu)
- Northwestern University** Holly Allen: [holly.allen@northwestern.edu](mailto:holly.allen@northwestern.edu)
- New York Film Academy** Elli Ventouras: [elli@nyfa.edu](mailto:elli@nyfa.edu), Claude Kerven (NYC): [ckerven@nyfa.edu](mailto:ckerven@nyfa.edu), Maylen Dominguez (South Beach) [maylen.dominguez@nyfa.edu](mailto:maylen.dominguez@nyfa.edu), Ed Timpe (LA): [ed.timpe@nyfa.edu](mailto:ed.timpe@nyfa.edu)

# PARTICIPATING SCHOOLS

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## School Contacts

**Notre Dame** Bill Donaruma: donaruma.1@nd.edu

**NYU** Erin Doolin: erin.doolin@nyu.edu

**Pace University** Louis Guarneri: lguarneri@pace.edu

**Ringling College of Art and Design** Vivian Owen: vowen@c.ringling.edu

**Studio School** Duane Dell'Amico: ddellamico@relativityschool.org

**SCAD (Atlanta)** Quinn Orear: qorear@scad.edu, Nichole Tate: nkowalsk@scad.edu

**SCAD (Savannah)** Brett Wagner: bwagner@scad.edu, Nichole Tate: nkowalsk@scad.edu

**School of the Art Institute of Chicago** Bruce Jenkins: bjenkins@saic.edu

**School of Visual Arts** Megan Hessenthaler: mhessenthaler@sva.edu, Mary Lee Grisanti: maryleegrisanti@gmail.com

**Temple University** Lauren Wolkstein: lwolkstein@temple.edu

**The New School** Carolyn Buschel: buschelc@newschool.edu

**UCLA** Belinda Starkie: bstarkie@tft.ucla.edu, Richard Moushegian: rmoushegian@tft.ucla.edu

**University of Central Florida** Rich Gula: richard.gula@ucf.edu

**University of Nevada, Las Vegas** Brett Levner: brett.levner@unlv.edu

**University of New Orleans** Katie Garagiola: kgaragio@uno.edu

**University of North Carolina School of the Arts** Kate Miller: millerk@uncsa.edu

**University of Texas** Bert Herigstad: bert.herigstad@austin.utexas.edu

**Western Kentucky University** Travis Newton: travis.newton@wku.edu, Luke Pennington:

luke.pennington@wku.edu, Sara Thomason: sara.thomason@wku.edu

**Woodbury University** George Larkin: george.larkin@woodbury.edu

For program questions that your key faculty administrator cannot answer, please email [cokeregalfilms@gmail.com](mailto:cokeregalfilms@gmail.com).

# SUBMISSION GUIDELINES & CONSIDERATIONS

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**Be sure you've read and understand the official rules and the program overview. If chosen as a finalist team, you will be required to adhere to all detailed instructions including, but not limited to, contest timing & budget requirements.**

## Submission Guidelines:

- Eligible students must submit their Applications, Scripts and Budgets as part of a Team of two key crew members.
- One of the team applicants must identify as female
- One of the Team applicants must be a producer; the other may be any key crew member.
- Selected participants will use their Budgets to have the appropriate crew and obtain any resources or equipment necessary to complete the Film production.
- Students may submit as many applications as they'd like. In fact, we recommend multiple submissions.
- Each applicant must submit the script and budget associated with the application within 30 minutes of submitting an application -- that is, one budget and script per email. If you're submitting multiple scripts, you must submit an application and email for each of them in order to be considered for the spot.
- The budget must include your School's key faculty administrator's signature. For a list of key administrators, see page 24.
- All required information must be sent in one email and include "Coca-Cola and Regal Films Application" in the subject line.
- Each script should be saved as a .pdf.
- Make sure all of your documents are saved by your script title. No name or personal info in the title. Example: "BreakTheNight\_Application" and "BreakTheNight\_Script"

## Application Considerations:

- There is an opportunity on the application to include your key crew information. This is an opportunity to showcase all the talent you have behind your script. If selected you can make crew adjustments.
- If you are submitting an animation application, it is recommended that you also submit an example of the preferred animation style for your spot.
- Although not required, storyboards, proofs of concept, etc are also welcome as part of the application process. Sometimes these can be great tools for helping your spot come to life during the selection process.
- Be sure your examples of work are NOT password protected.
- Read the official program rules and check the submission guidelines before you submit.

# SUBMISSION PROCESS & JUDGING CRITERIA

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There are two ways to apply for the program. Both applications require students to submit an application, script and budget to apply. Please choose the method that works best for you and follow these steps in order:

**Option 1:** Upload your script and signed budget as part of the application process. *This requires you to have a Google account.*

1. Fill out an application online: [http://bit.ly/CCRF\\_UPLOADapp](http://bit.ly/CCRF_UPLOADapp)
2. You will be prompted to upload your script and signed faculty budget as part of the online application. *Each applicant will receive an email confirmation when their application has been processed.*
3. Repeat this process if you are submitting more than one script for consideration.

**Option 2:** Fill out the online application and email your script and signed budget to complete the process.

1. Fill out an application online: [http://bit.ly/CCRF\\_Emailapp](http://bit.ly/CCRF_Emailapp)
2. Email your script and signed budget to: [cokeregalfilms@gmail.com](mailto:cokeregalfilms@gmail.com). *Each applicant will receive an email confirmation when their application has been processed.*
3. Repeat this process if you are submitting more than one script for consideration.

## JUDGING CRITERIA

### Creativity

- Overall quality of script and storyline.
- Creativity and originality.
- Ability to effectively tell a compelling story.

### Creative Fit to Theme and Tone

- Does the storyline successfully answer the elements creative brief?
- Does the concept represent/reflect the Coke and Regal brand?

### Entertainment Value

- Does the story provide a new, untold perspective?
- Is the story entertaining?
- Is it engaging to the target audience?



**THANK YOU!**