AUTO VISION AWARDS

ENTRY KIT

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Overview

The **AutoVision Awards** are the international creative festival for corporate films, commercials, TV programs, websites as well as digital/interactive and multimedia productions exclusively for the automotive and mobility industries.

Key Dates

Call for Entries: January 24th, 2023
Deadline: April 27th, 2023

Entry Fees

Single Entry:	€310
Additional entry or category:	€295
Series Entry:	€795
Student Videos:	€100

Important for EU countries: As the invoices are issued from the Filmservice International office in Austria, entrants from EU countries have to indicate their VAT number in order to get an invoice without VAT. 20% VAT will be charged for Austria.
If already submitted works are withdrawn by the entrant, the entry fees will not be reimbursed.

Categories: Commercials (TV, Online, Cinema)

1	Commercials up to 30 Seconds
2	Commercials 31-60 Seconds
3	Commercials over 60 Seconds

Categories: TV Programs

| 4 | Documentaries |
| 5 | Reports, Magazine Features |

Categories: Websites

6	Corporate Websites
7	Microsites, Landing Pages
8	Magazines (Mobility Hubs, Newsrooms, etc.)
9	Platforms, Portals (Car Sharing, Comparison & Sales Portals, etc.)

Categories: Online / Digital / Interactive

10	Online & Social Media films	Films produced for any social media site or website.
11	Webisodes	Films produced as part of a web series.
12	Product & Launch films	Films produced with focus on the product or the product release/launch.
13	Branded Content films	Films produced to tell a story that is directly linked to the brand. Films are focused on the values of the brand (not on its products or its services) and are designed to appeal to emotions of the viewer.
14	Branded Entertainment films	Films produced to tell a story that is directly linked to the brand that engage with the same mindset as it would be a film or a series.
15	Magazine, Vlog & Web-TV films	Films produced for a web TV platform, Vlog or magazine.
16	Interactive films & Campaigns	Films produced for supporting user interaction.
17	Apps for Mobile Devices	Mobility or Automotive related APPS
18	Games (Online / Mobile Games)	

Categories: Corporate Films & Videos

19	Brand Image	Films produced to display the corporate image of a company/brand
20	Company Presentations	Films produced to display the company or the history of the company.
21	Marketing Communication – B2B	Films produced for business-to-business marketing purposes.
22	Marketing Communication – B2C	Films produced for business to consumer marketing purposes.
23	Informational Films, Explanatory Films	Films produced to inform and educate the viewer.
24	Internal Communication, Human Resources	Films used for internal purposes and to connect with employees, stakeholders.
25	Integrated Communication	Films produced as part of a larger communication campaign. Please note: You will be asked to include a brief overview of the campaign with background material for evaluation by the jury.
26	Technology, Research & Development (Digital Solutions, E-Mobility, etc.)	
27	Corporate Social Responsibility (Diversity, Inclusion, etc.)	
28	Environment, Sustainability	
29	Road Safety, Accident Prevention	
30	Motor Sports	
31	Fairs, Shows, Events, Visitor Films, Conference Openers	Films produced for fairs, shows, events or conventions (such as openers, presentations, promotional films, livestreams...)
32	Live Projects & Experiences, Video Art, Video Mapping	Films produced to shoot a Live-, visuell art project or a audio-visuell presentations.

Categories: Production Arts & Crafts

(these categories are focusing on the technical aspect and craftmanship of a production in the following categories)

33	Brand Image
34	Best Camera
35	Best Editing
36	Best Script
37	Best Music
38	Best Sound Design
39	Best Animation, Graphics & Special Effects

Categories: Student Films

40	Student Films

Regulations and Requirements

Eligibility

All materials that have been aired, produced, or posted online after January 1st, 2021, are eligible for the AutoVision Awards 2023.

Please note that works that have already been entered to a previous edition of the AutoVision Awards are not eligible for participation in any further edition.

Film schools, universities and colleges that enter work for their students and the students themselves only benefit from the special entry fee of EUR 100 in the "Student Films" category. The submitted video itself must be a specific work or for a client.

Language

Entries must be made in English. It is possible to submit your work in other languages as well. In that case, the work must have either subtitles or overdubbing in English or the entrant must include a translation/transcript in English language.

Media Format

Films must be uploaded via the online submission tool and have the following specifications:
Format: .mp4 or .mov, resolution 1280×720 or 1920×1080.
Format for 3D films should be side-by-side.
Further there is the possibility to send the production digitally to the festival office (e.g., via download link or WeTransfer): info@autovisionawards.com.
360-degree videos are accepted by online link only.

The entrant is responsible for the technical quality of the film.
When submitting a website, entering the web link (URL) is required. All other non-filmic entries (e.g., Games or Apps) must provide access to the work and/or upload a case description or case video that allow adequate judging.
When providing a link, the entrant has to make sure that the link can be accessed by the jury during the period of judging and will be active for a period of time after the awards announcements. If the link requires a password, the entrant must provide that information in the online entry form.
Additional material (only needed for entries in the category Integrated Communication) can be uploaded as images and PDF. Max. file size is 5 MB.

Judging Process

An international and independent jury of advertising and media specialists, film experts as well as professionals in marketing and communication evaluates all entries. The judging process consists of two online judging rounds. There is no preset number of winners in a category. More than one Gold and Silver Trophy may be awarded in a category - except for the category Production Arts & Crafts where there is usually only one winner (or more if there is a tie). The top award in a category (except Production Arts & Crafts) is not necessarily a Gold Award but may be a Silver Award.

There are several judging criteria. For example, the jury will evaluate creative and technical excellence, innovativeness, informational aspect and whether the submission has the ability to reach the target group and to achieve its aim.

Awards

Gold and Silver OttoCars

Gold and Silver OttoCars can be awarded in each category.

Black OttoCar

The winners of the Production Arts & Crafts categories are being awarded with a Black OttoCar.

OttoCar Grand Prix

The Grand Prix for "Best Film" is selected among the Gold and Black OttoCar winners. Additionally, since 2011, an OttoCar Grand Prix for "Interactive & Multimedia" may be awarded.

OttoCar for Agency and Production Company of the Year

From the 2023 festival edition, there may be awarded a special OttoCar each for "Agency of the Year" and "Production Company of the Year". This is based on the number of awards/accumulated points given by the judges (8 for a Grand Prix, 5 for a Gold and a Black, 3 for a Silver). Points will only be attributed to the entrant company respectively the agency/production company that submitted the work. Further, such special OttoCar is only awarded when the total number of 15 points (or higher) is reached.

Submission Process

Submissions are done online via the Filmservice International Entry Tool and are completed in three simple steps:

- Register or login if you are already a registrant
- Enter your work(s) via submission form
- Checkout and pay

After registering, one can immediately start to enter their works. The entry form can be saved for a later completion. So, you can abandon and return at any time without losing any of your work. You can also go back into your account at any time and add entries.

During the online entry process, permission to show and stream the winning production in the winner's gallery and to use it for other marketing and promotional purposes will be asked for. If permission is not granted, the film will not be shown in the winner's gallery and will not be used for other purposes. The file or link will only be seen by the judges.

Detailed Information

Start

Title: This is the title of your to be submitted creative work. If you should not already have a title for your project, please choose one that is brief, explanatory, and memorable. Please note that in case of winning your project will be presented in all our communication with the title you choose here.

Production Year: The year in which your entry finished production.

Entry Type: Defines if your entry is a Single Entry or a Series Entry (consisting of more than one video).

Categories: Defines in which categories you want your creative work to be evaluated.

Medium

Target Group: Defines the group of people the entry is/was intended to address. It may be described by behavioral and demographic attributes such as age, sex, income, education, location, etc.

Objective/Briefing: Defines the goals and aims of the entry, that are/were tried to achieve.

Usage: Defines where the entry is/was used or broadcasted (e.g. cinema, TV, social media, web, etc.)

Project Description: Brief description on the entered work.

Remarks: This is for any other comments/details about the entry that you consider relevant to complement your submission.

Credits

Production Company /Producer:

The production company/producer responsible for producing the entry.

Client:

The client/brand that the entry has been developed for (if any).

Agency:

The agency associated with the entry (if any).

University /Film School:

The university/film school the video is associated with (in case of a Student Video).

Individual Credits:

Defines the different people involved in the project. You can add as many crew and cast members as you want.

Upload Files

Upload Section:

Here you can upload your entry's video file(s), as well as additional material such as a campaign description for entries in category 25 Integrated Communication or an English translation for non-English entries. Additionally, a still of your video(s) has to be uploaded here.

Link:

Here you can provide a link to your entry's video(s), in case your entry is solely entered in the main category Online & Social Media.

Digital transmission to the festival office:

Further there is the possibility to send the production digitally to the festival office (e.g., via download link or WeTransfer): info@autovisionawards.com.

Payment Process

Payments can be made either by bank transfer, credit card (Mastercard, Visa or American Express) or PayPal.

After checkout, you will receive a confirmation email for your entry/entries as well as the invoice. You can also access your invoice in the Filmservice International Entry Tool at any time. In case of bank transfer, the bank details will be stated on the invoice.

Please make sure that the given information about the invoice and categories is correct. An additional EUR 25 fee will be applied for any change after issuing the invoice.

Guideline for Entering

Before entering make sure...
- To know which category/categories you want your project to enter
- To have all necessary information for your entry, and that that information is correct and complete
- To have a campaign description in case of entering in the category Integrated Communication
- To have an English translation in case of entering in any other language

Recommendations for Entering

Presentation

Write all information you feel are necessary for the jury panel. Don't overload your entry with information that is not particularly necessary for the judging process. Stick to the important, main key information. Present your entry in a succinct but informative way.

Choosing the right Category

If you are unsure which category fits best for your entry, you can contact our team after you have filled out the entry information, uploaded your video or respectively provided a link. This way, we will already have all the necessary information to base our decision on.

Submission Time

Don't wait too long to enter your project when you already have all information you need for the entry process. This is most important for those entrants, that are unsure about the right category, or if they understood everything that is needed for the submission correctly. The earlier you enter, the more time we have to review your entry and to get back to you in case necessary information and materials are missing, are incomplete, or the video(s) aren't transmitted properly. Thus, the more time you have for correcting or optimizing your entry before the judging process.

Enter more

By submitting more entries and in more than one category, you not only increase your chances of winning in general but also increase your chances of winning a Specialty Award (like Production Company of the Year, Agency of the Year, …). So, if you like to be in the race for a special award, you or any associated entity should enter more projects and in more categories.

Common Entry Errors and How to Avoid Them

Miscategorized entries

Please have a closer look at the categories and pay attention to enter in the right main category. The AutoVision Awards have thematic categories in different main categories, so please take care not to enter a documentary in the main category Corporate Videos, e.g.

Submitting a series as a single entry

If your entry consists of more than one video to be judged, than it is defined as a series. When entering a series, pay attention to not enter it as a single entry with putting different project pieces together in one video file to make it look as it is only a single entry. Further if you would like to enter one film and additionally a case video for explaining the project, please choose single entry.

Providing links that don't stay active

When entering solely a link to the entered project - instead of uploading the file(s), please pay attention that said link stays online for the judging process.

Misleading use of links

Avoid using links where the judges have to search for the entered project. The link should only lead to the entered project and nothing more, so

please no Dropbox, Google Drive, portfolio websites, etc. Providing a link makes more sense for specific projects, e.g., interactive videos, or when you want to show the videos integration to the website, etc. If a provided link won't make any surplus for your entry's presentation, then we advise you to upload your video file(s).

Entering a project in another language than English

Please be aware that the only official language for the AutoVision Awards is English. So, all the information you fill out in the entry tool as well as the language in the provided video file(s) should be English. If the original language used in your project is not English, the video(s) must have either subtitles or overdubbing in English. If this is not an option, you must include a translation in English.

Not providing (enough) information for your Integrated Communication

When entering in the category Integrated Communication the jury panel will not only evaluate the video itself, but also the campaign integration. So, detailed information about the campaign itself is needed. Specifically, information about
- the communication strategy
- where exactly the video is officially used (also with screenshots/photos if possible)
- any other means of communication used
- campaign results (in case you already have them)

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