



D&AD NEW BLOOD AWARDS 2014



digital cinema media

Brief set by:

DIGITAL CINEMA MEDIA (DCM)

**CREATE AN IDENT TO
SHOWCASE THE RICH
EMOTIONS AND
EXPERIENCES THAT MAKE
THE BIG SCREEN SUCH A
POWERFUL AND IMPACTFUL
MEDIUM**

**CRAFTS FOR ADVERTISING / MOVING
IMAGE / ANIMATION / BRAND
EXPRESSION**

BACKGROUND

Digital Cinema Media (DCM) represent 80% of the UK cinema advertising market. They connect brands, films and people through powerful media experiences that take place before, during and after the movies.

Like cinema, DCM's approach is big, bold and human and that's how they like to behave with their partners, friends, agencies and colleagues.

The DCM mark is the visual manifestation of that behaviour and DCM's way of thinking; a static logo doesn't make sense. DCM require something more dynamic and alive, something capable of conveying emotion and telling stories. Like the big screen itself, the DCM mark is a blank canvas that demands to be brought to life – with content, with light and sound and colour.

CREATIVE CHALLENGE

Create a 25 second ident and fill it with your creative interpretation of the true power of cinema. You will need to visualise emotion, literally showing how film feels.

The DCM ident is one of the first and last things that people see when going to watch a film. It needs to set the scene and have an impact. Something that illustrates and celebrates the emotion we all feel when we take our seats and enter the magical world of the movies.

Go BIG – big concepts, big ideas, big executions. Something authentic, genuine and extraordinary to make the big screen come to life before the eyes of cinemagoers.

In short, this is an opportunity to turn your great ideas into screen icons.

CONSIDERATIONS

Audio is not essential, but it's better to include this if you can. A sound design or mix is preferable to an existing track – and of course, if you use music in your ident you need to comply with any copyright restrictions in place.

For example, you could use a piece of music that is made available under a Creative Commons License, such as the Endless Noise free music library: www.endlessnoise.com/music

Or team up with sound designers and enter together. Let us know in your supporting material or entry description whether you have used existing sound or created your own.

TARGET AUDIENCE

Ultimately, the end target audience is cinemagoers of all ages, everywhere. Change attitudes.

MANDATORIES

- Your idea must bring to life the emotion of cinema.
- You must use the DCM mark as part of your ident.
- When the mark is used, it should always be active. It is literally activated with light and lives and breathes via the content within it.
- Your entry must resolve to an end frame that uses the DCM Mark with the strapline "Welcome to our World." (See current examples of the idents for reference).

DELIVERABLES

Judges will see your main deliverable(s) first, and will then view any supporting material if they wish.

You must refer to the 'Preparing Your Entries' document included in your brief pack for full format specs and submission guidance. Work in formats other than those outlined will not be accepted.

Main deliverable

Upload your ident as a **video** file (MPEG or MOV, 25 secs).

Supporting material (optional)

You can submit supporting material to show your process and the development of your idea.

In addition to your main deliverable(s) you can also submit up to four **images** (JPEG only), or **video** (MPEG or MOV, max. 1 min).



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**Deadline:
19 MARCH 2014**