



# New Blood Awards 2018



## Microsoft Surface

Brief set by  
**Microsoft**

In collaboration with  
**Raven Smith,**  
**Creative Director**

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**Use film to spread  
Microsoft's mission:  
empower everyone to do  
and achieve more**

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### Related Disciplines

Moving Image  
Filmmaking  
Animation  
Branded Film Content  
Production

### Deadline

20 March 2018, 5pm GMT

### Background

As a brand Microsoft believes in people and what they can make possible. Its mission is to empower every individual and organisation to do more and achieve more, using technology to seamlessly enhance their lives. The Surface range delivers on this. It offers powerful tools that balance versatility, performance and craftsmanship, so you can create without compromise. With Surface, technology disappears and all that remains are ideas.

Now it's time for the world to know: Microsoft and Microsoft Surface mean infinite possibility, new ways to create and collaborate, and the power to achieve. The immersive, emotive magic of short-form, shareable film is the ideal medium to show this.

### The Challenge

Develop and create a short film (or films) to bring this message of infinite creative possibility to life (1-8 films, combined total 1-2 minutes). Both live action and animation approaches are welcome. Dispel preconceptions of technology and celebrate captivating storytelling that translates into engagement with Surface. Avoid cliché – or play on it to your advantage. You don't need to include or show any products. This is about embodying the spirit of the brand through film. You can leave literality behind.

### Who's it For?

Microsoft Surface was developed with the creative process in mind. So your audience is those – student or professional – who put creativity at the heart of what they do.

### What to Consider

- Consider your intention for the audience. How do you grab their attention? How do you engage them instantly with the narrative? How do you immerse them in the film? How do you want them to feel after they've watched it? What will make them remember your film and, in turn, Surface?
- This is about branded content, not an advert. Something beautiful and inspirational in its own right, that your audience will want to see and to share. What will your film(s) give their viewers?
- Do your research, and get to know the medium – how short-form branded content demands immediate attention from an audience.

- Understand what Microsoft and the Surface range are all about. Stay true to the brand, but don't look backwards. Microsoft is an exciting, forward-thinking tech company, so this should be at the heart of your work. Don't try to make the brand more like its competitors; this is all about how Microsoft is different.
- Look at Microsoft's existing Surface campaigns, and consider how your film/s could lead on from them – but don't replicate. Be original, and don't be afraid to push the envelope with new ways for Microsoft to communicate and connect. A more outré approach may speak to the brand and inspire consumers.
- Consider your medium. What is the best way for your story to spread Microsoft's message? Where, how and, most importantly, why would they be seen and shared? If you're opting for several short films, ensure that makes sense for your idea. Equally, don't use the full two minutes for the sake of it. Make sure your message, medium, and length make perfect sense for their context.

### What's Essential

- Your film(s). These can be live action, animation, or something else, your call.
- Each film must include the Microsoft logo and the mission statement, 'we believe in what people make possible'. It must also reference Microsoft Surface. This could be something you simply resolve to at the end / beginning.
- Background documentation. Include the campaign context and choices you've made (your interpretation of the message; the media channels where your film(s) would appear) and highlights from your research and development. This isn't a behind-the-scenes of the filmmaking process.

### What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines.

Upload each of your film(s), as a separate **video** file (1-8 films, combined total 1-2 min). And your background documentation as either **video** (max. 30 sec) or **JPEG** slides (max. 4).