



July 30, 2021

Committee for Short Shorts

ACADEMY AWARD® accredited &

Asia's one of the biggest international short film festivals-

**The SHORT SHORTS FILM FESTIVAL & ASIA presents**

**Japan's only Branded Movie Festival**

**The 7<sup>th</sup> Branded Shorts - Now Open for Submissions**

**Highlighted by the newly established Deloitte Digital Award for the**

**short film that best combines "digital" & "human" themes to depict**

**the future of the digital world in business and society.**

Beginning on Sunday, August 1<sup>st</sup>, Branded Shorts, Japan's only international branded movie competition, will begin accepting submissions for the 2022 Short Shorts Film Festival & Asia, one of Asia's biggest international short film festivals and accredited by the Academy Awards.

URL [https://www.shortshorts.org/en/creators/\\_branded.php](https://www.shortshorts.org/en/creators/_branded.php)

**B R N D E D**



**S H O R T S**

Branded Shorts, established in 2016, calls out for short films (branded movies) produced by companies and organizations around the world. Judges from a variety of industries, including the advertising and film industries, will award the "Branded Shorts of the Year" selected and judged based on seven criteria, including storytelling, ideas & cinematic qualities.

Branded Shorts 2021, which was held in June, also focused on branded shorts themed on recruiting (Human Resources) an important aspect that companies are paying great attention to. In addition, we announced the establishment of the Deloitte Digital Award with our new partner Deloitte Digital calling out for short films that

combine the "digital" world with the "human" world to bring into light the future of the digital world. The Deloitte Digital Award will be based on five criteria: Purpose, New directions, Design, Human Experience, and Engagement. Each award will be presented at the Branded Shorts event during the Short Shorts Film Festival & Asia 2022.

### <Branded Shorts 2022 Submission Guideline>

- Period : Sunday, August 1, 2021 to Monday, February 28, 2022
- Submission : Please refer to Branded Shorts 2022 website  
[https://www.shortshorts.org/en/creators/\\_branded.php](https://www.shortshorts.org/en/creators/_branded.php)
- Announcement : Short List which will be candidates for the final nomination will be announced every month at Branded Shorts website. All the final nominations will be announced by the end of April in 2022.
- Inquiry for submission : entry@brandedshorts.jp

### Statement from Deloitte Digital Japan Lead Go Miyashita



As interest in social significance in addition to economic value increases, expectations for branded movies are rising as a communication tool between companies and society. With this award, I hope that this will be an opportunity to create a "New" way of delivering the message that companies and society want to convey, and to expand the possibilities of branded movies. We look forward to receiving submissions from many creators.

### About Deloitte Digital

Deloitte Digital helps companies create new growth by elevating the human experience — with connected ideas, technology and talent. Our ambition is to make the best customer-oriented organizations in the world. Alongside all of Deloitte, we foster the connections necessary to shape a better future for our clients, our culture, our society and our planet. In Japan, Deloitte Tohmatsu Consulting, a member of the Deloitte Tohmatsu Group, provides Deloitte Digital's services. Visit [www.deloittedigital.com](http://www.deloittedigital.com) to learn more.

### 【SHORT SHORTS FILM FESTIVAL & ASIA】

Actor Tetsuya Bessho, who is also a member of the American Actors Association (SAG), founded the American Short Shorts Film Festival in 1999 with the desire to introduce "short films," which he encountered in the United States, to Japan as a new genre of film. In 2001, the festival was renamed the Short Shorts Film Festival (SSFF) and in 2004 it was recognized as a recognized film festival by the Academy Awards®. In the same year, the Short Shorts Film Festival Asia (SSFF ASIA, co-hosted by Tokyo) was established with the aim of expanding new visual culture originating in Asia and fostering young filmmakers, and currently operates as SSFF & ASIA.

In 2018, to celebrate the 20th anniversary of the film festival, the Grand Prix was named after Director George Lucas. In January 2019, the Short Shorts Film Festival in Hollywood was held to commemorate the 20th anniversary. Since 2019, the four Best Short Award-winning short films from the official competitions (International, Asia International,

Japan) and the Non-Fiction Competition, and from 2022, five short films, adding the Best Short Award-winning short film in the Animation competition, will be eligible to be nominated for the Academy Awards for Best Short Film the following year. The SSFF & ASIA will continue to support young creators.

【Official website】<https://www.shortshorts.org/en>

Press Inquiry

Committee for Short Shorts Film Festival & Asia

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Stills are available here:

<https://drive.google.com/drive/folders/1LOc3jYdpqCD-FiPdPIS1vz4jQORbBNaV?usp=sharing>