

~Accredited by the Academy Awards® Short Shorts Film Festival & ASIA 2022 ~
As the only international advertising film competition in Japan 『**BRANDED SHORTS 2022**』

From 687 works submitted from all over the world,
Brande movie of Heineken and NETGEAR Japan were awarded
"Branded shorts of the Year"

3 films by Kodansha, Penny and Oppo for the
"Deloitte Digital Award"

A film by NICHIIGAKKAN for the HR Award supported by Indeed
Ukujima (Nagasaki) for the Visual Tourism Award
were also announced at the ceremony



BRANDED SHORTS 2022 Ceremony was held at Akasaka Intercity as a part of the Short Shorts Film Festival & Asia (SSFF & ASIA) on June 14th.

SSFF & ASIA established the branded film category as part of an international short film festival and established BRANDED SHORTS as a competition to recognize companies and its branding films with themes and messages in 2016.

Among the 687 works submitted from all over the world, Heineken's film "A LOCKDOWN LOVE STORY" won the international competition, and NETGEAR Japan's film "AIM" won the national competition of BRANDED SHORTS OF THE YEAR.

In the first part of the ceremony, we also announced the first Deloitte Digital Award, to three films, "Taking Flight" by Kodansha, "The Wish" by Penny, and "Unspoken Love" by Oppo. These were selected because of the embodiment of humanness and a digital society.

Starting last year, the HR award has become the HR Competition supported by Indeed this year and 52 short films which had Human Resources' point of view were selected as finalists. "Kindness is Also Yours" by Nichii Gakkan was selected as the winner of the competition.

"Ukujima" by Ukujima, Nagasaki Prefecture received the Visual Tourism Award.

This award had been given to the branded movies on the theme of tourism by local governments and organizations in Japan.

The award-winning works will be streaming at the festival's Online Venue until June 30th.

<https://www.shortshortsonline.org/branded-short-international-competition>



【BRANDED SHORTS 2022 Award Winners】

*from left

Branded Shorts of the Year [International]

Title : **A LOCKDOWN LOVE STORY**/2:20/Denmark/2021

Client : HEINEKEN

Agency : PUBLICIS ITALY

Production : DIVISION

Branded Shorts of the Year ナショナル部門

Title : **AIM** / 21:54 / Japan / 2021

Client : **NETGEAR Japan**

Agency : matsuo project Inc.

Production : matsuo project Inc.

Deloitte Digital Award

Title : **Taking Flight** / 1:40 / Japan / 2021

Client : **Kodansha**

Agency : Gretel

Production : MJZ

Title : **The Wish** / 3:49 / Germany / 2021

Client : **Penny**

Agency : Serviceplan Germany

Production : Iconoclast Germany

Title : **Unspoken Love** /8:47 / China / 2021

Client : **OPPO**

Agency : OPPO

Production : The Eye Advertising & Films

HR Competition supported by Indeed HR Award

Title : Kindness is also yours /3:24/Japan/2021

Client : HIIGAKKAN CO., LTD

Production : PARADOX

The 11th Visual Tourism Award, Japan Tourism Agency Commissioner's Award

Title : Ukujima / 4:02 / Japan / 2021

Client : Uku Island Tourist Association

Agency : Nagasaki International Television

Production : LUCA

[Short Shorts Film Festival & Asia 2022]

■ SSFF & ASIA President: Tetsuya Bessho

■ Dates: Festival - Tuesday, June 7th to Monday, June 20th

* Online venue: Thursday, April 28th - Thursday, June 30th

■ Screening venues: Online venues and multiple venues in Tokyo

* Screening period differs for each venue.

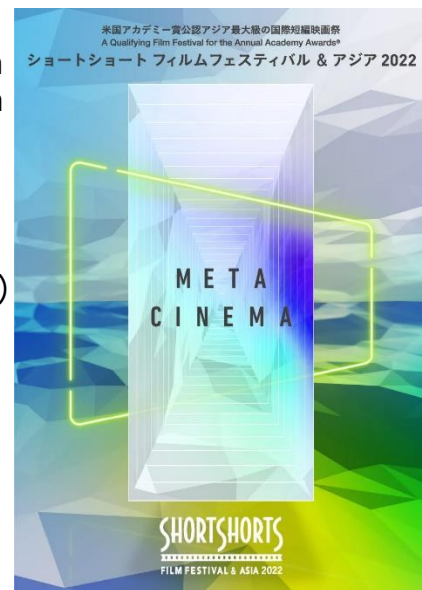
■ Entry fee: Free of charge with the exception of special events (Reservation bookings scheduled to begin April 28th)

■ Homepage: <https://shortshorts.org/2022/en/>

■ Organizer: Committee for Short Shorts /
Committee for Short Shorts Film Festival Asia

* Program details are subject to change.

* The times or content may be subject to change based on the status of the spread of the new coronavirus infection.



<Poster visual>

[PRESS INQUIRY]

Committee for Short Shorts Film Festival & Asia

+81-3-5474-8201/E-mail press@shortshorts.org

Still images are available here:

https://drive.google.com/drive/folders/1y1LQ4SnY89vcXPrfgLGvsvkvzG0baA4g?usp=s_haring