

**ACADEMY AWARD® accredited & one of Asia's biggest international short film festivals –  
The SHORT SHORTS FILM FESTIVAL & ASIA presents**

## **Japan's only Branded Movie Festival**

### **The 10th BRANDED SHORTS-**

### **Now Open for Submissions**

**“We aim for a relationship that is as rich as a movie, but with the  
same objective as an advertisement”**

**Statement for the 10th Anniversary of Branded Shorts**

**by Takuma Takasaki, judge of the BRANDED SHORTS and producer of “PERFECT DAYS”**

Beginning Thursday, August 1, BRANDED SHORTS, Japan's only international branded movie competition, will begin accepting submissions for the 2025 Short Shorts Film Festival & Asia, one of Asia's biggest international short film festivals and accredited by the Academy Awards.

**URL** <https://app.lifelogbox.com/festival/shortshorts/branded-shorts>



BRANDED SHORTS, established by the festival in 2016, is a new type of communication by companies and organizations that transcends the boundaries of "advertising" and aims to communicate their social values (services, products, and experiences) to consumers, as a form of "cinematic communication." The festival defines Branded Movies as films that are selected and have eight perspectives; inevitability, ability to change perceptions, ability to share, message power, viewership retention, originality, timelessness, and post-viewing retention.

During the submission period, we will announce a short list that will lead to the final nomination. We will gather jurors from various industries in advertising and film for the 2024 film festival, and the best Branded Movie selection will be awarded the "Branded Shorts of the Year"

The HR category supported by Indeed, established in 2022, keep calling out for Branded Movies from the perspective of human resources, and recruitment.

Takuma Takasaki, who has served as a member of the jury for the past editions of BRANDED SHORTS, has also delivered a statement on BRANDED SHORTS, which will celebrate its 10th anniversary next year. We look forward to seeing BRANDED SHORTS films that challenge new possibilities in the run-up to the 2025 festival!

### **What is "Branded Shorts"?**

Since first calling for short films by corporations and organizations, already 10 years have passed. After a decade of trial and error brought by the internet, the potential of visual images beyond commercials seems to have found a clear outcome.

When 100 people encounter advertising,  
to aim for all 100 people to receive the same information without discrepancy  
has always been considered strong creativity.

On the other hand, film gives different impressions depending on the viewer.  
And the more diverse it becomes, the richer it is said to be.

Branded Shorts is a hybrid of advertising and film.  
While having a purpose like advertising,  
it aims for a rich relationship like that of a film.  
It doesn't look like an advertisement, but accepts various impressions.  
It's acceptable to be different each time you watch it.  
It's acceptable to have any impression.  
It's good if the discussion deepens from there.  
Such advertising was impossible before.

Last, but by no means least,  
Branded Shorts are created under free conditions.  
By making use of every element such as duration, composition, and setting,  
companies can freely convey their own colors.  
Then, the personality of companies and organizations is beautifully reflected (or revealed).

Branded Shorts

This is a new possibility for advertising.

BRANDED SHORTS former jury Takuma Takasaki

### <BRANDED SHORTS 2025 Submission Guideline>

■ Period : Thursday, August 1, 2024 to Friday, February 28, 2025

■ Submission : Please refer to Branded Shorts 2025 website

URL: <https://app.lifelogbox.com/festival/shortshorts/branded-shorts>

■ Announcement : A Short List of films that will be considered for final nominations will be announced every month on the BRANDED SHORTS website. All the final nominations will be announced by the end of April in 2025.

■ Inquiry for submission : [entry@brandedshorts.jp](mailto:entry@brandedshorts.jp)

### **【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, 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, have become 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>

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Stills are available here:

<https://drive.google.com/drive/folders/1T7F8v3ZfZQLdEHKo2m1bZPZJCvYARYAD?usp=sharing>