
Branded Entertainment

Proposal for a Revised Minor and New Concentration (Area of Emphasis)
within an existing program (Film).*

*The prequel to a major of the same name.

Film

Challenging career placement.
Great enrollment.

Advertising Design

Great career placement.
Low to zero enrollment.

Video Content Development

One faculty member
Not attached to any major
Limited resources

Branded Entertainment is a program that reflects the velocity at which the film and advertising industries are blending together. Students will learn to create dynamic content with a highly branded quality that cuts-through the clutter, taps into consumers' passion points and engages them through entertainment.

Synopsis of the proposed minor

The 5 courses constituting the minor in Branded Entertainment.
Course numbers for now are all TBD.

BE TBD
**Intro to Film
Making**

BE TBD
**Brand
Storytelling I**

BE TBD
**Brand
Storytelling II**

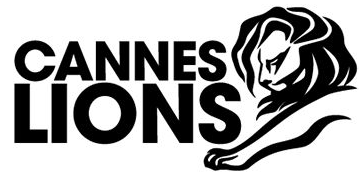
BE TBD
Cinematography

BE TBD
Directing

Why

Branded Entertainment?

- Consumer video and downloads will account for over **80% of all internet traffic by 2020.**
 - **300 hours' worth of video** content is published on YouTube **every single minute.**
 - **Millennials** are now watching more video content on **YouTube and other streaming platforms** than they are on TV.
-



Year: 2016 Award: All Awards Discipline: **Branded Entertainment**



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Branded Film Content & Entertainment Jury

Professional Awards
2015

Jury



Kai-Lu Hsiung (**Foreman**)

Managing Director

RSA/Black Dog Films London



Danielle Bennison-Brown

Director of Video Content

Conde Nast



Justin Drape

Co-founder, Executive Creative Director

The Monkeys



BEfest Awards Shortlist 2016

BEST BRANDED ENTERTAINMENT (FICTION)

- One Green Bean for Virgin Mobile Australia - One Big Gig
- One Green Bean for Queenstown - Snow Addicts
- The Monkeys for Meat & Livestock Australia - Operation Boomerang

BEST BRANDED ENTERTAINMENT (NON-FICTION)

- Sidspass with Frontier Services for NHMA Roadside Assist - The Lightning Ridge Story
- The Royals for Deakin University - Deakin VCE Stress Break
- TBWA\Sydney with Eleven PR for M.J. Bale - Uncrushable
- Host for Air New Zealand - Santa Stop Here
- One Green Bean, Ikon Communications and M&C Saatchi for the Commonwealth Bank of Australia - Australian of the Year
- The Monkeys for UBank - All I Need

BEST USE OF FILM CRAFT

- Infinity Squared for James Boag - Return to Rugged
- MediaCom for Queensland Government SunWater - Don't visit these places for the wrong reasons
- Ikon Communications with The Precinct for Australian Avocados - Perfect Match
- The Precinct for Tourism Australia - Restaurant Australia

Clio Resources
Clio Programs ▲
Clio Awards ▲
Key Dates
Medium Types
Entry Fees
Clio Fashion & Beauty ▼
Clio Sports ▼
Clio Key Art ▼
Clio Music ▼
Clio Health ▼
Entry Credits
Media Requirements

Clio Awards 2016 Medium Types

- Audio
- Audio Technique
- Branded Content
- Branded Entertainment
- Brand Design
- Digital/Mobile
- Digital/Mobile Technique
- Direct
- Engagement/Experiential
- Film
- Film Technique
- Innovation
- Integrated Campaign
- Out of Home
- Print
- Print Technique
- Product Design



ABOUT

Branded Entertainment

THE A-LIST HOLLYWOOD Branded Entertainment Awards accepts entries from around the world in film, television, music, gaming, online, mobile, events and applications. Recognizing excellence in the rapidly expanding space known as Branded Entertainment. Entries compete for gold, silver and bronze trophies.

Judging will be done by a diverse group of worldwide industry experts from the entertainment, production and advertising industries.

THE A-LIST AWARDS strive to be a truly global awards by recognizing work from foreign countries by taking into account each cultures unique communication.

Judges will consider strategy, creativity in brand message and entertainment factor in each category. If entry is submitted in a related category base on country, judges will also factor in culture and communication. So depending on which categories were entered a trophy could be awarded in a category representing the best from that region of the world.

If any category entries do not meet the standard deemed award worthy by the judges, it's possible that there will be no awards given in that category. Equally, if in any category an entry meets the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.

THE A-LIST HOLLYWOOD BRANDED ENTERTAINMENT AWARDS



The A-List Awards

British Airways: Fuelled by ...



SapientNitro's British Airways: Fuelled by

Tweets by @TheAListAwards



THE A-LIST AWARDS

@TheAListAwards



Just look at that trophy! fb.me/7C6K4WDtK



25 Jul



THE A-LIST AWARDS

@TheAListAwards



SapientNitro's Ad For British Airways Bags Bronze At The A-List Awards, Hollywood fb.me/84Jmu8fpD

Performance & Craft

- | | | |
|---|---|--|
| ☐ <u>Best Editing</u> | ☐ <u>Best Use of Interactive Video</u> | ☐ <u>Best Writing</u> |
| ☐ <u>Best Individual Performance</u> | ☐ <u>Best Web Personality/Host</u> # | |

Video Channels and Networks

- | | | |
|---|---|---|
| ☐ <u>Entertainment</u> | ☐ <u>Public Service & Activism</u> | ☐ <u>Sports</u> |
| ☐ <u>Music</u> | ☐ <u>Science & Education</u> | ☐ <u>Web Personality</u> # |

Branded Entertainment

- | | | |
|---|--|---|
| ☐ <u>Animation</u> | ☐ <u>Integrated Campaigns</u> | ☐ <u>Short Form</u> |
| ☐ <u>Comedy</u> | ☐ <u>Live Experiences</u> | ☐ <u>Unscripted</u> |
| ☐ <u>Corporate Social Responsibility</u> | ☐ <u>Long Form</u> | ☐ <u>Viral</u> |
| ☐ <u>Documentary</u> | ☐ <u>Scripted</u> | ☐ <u>VR: Cinematic or Pre-Rendered</u> |
| ☐ <u>Individual Performance</u> | ☐ <u>Series</u> | ☐ <u>VR: Gaming, Interactive, or Real-time</u> |



New Categories are highlighted in yellow.



In order to support a vibrant Web community, categories denoted by # can be entered for \$150 at anytime during our Call for Entries.

Branded Entertainment Brand Storytelling

Which is Which?

Branded
Entertainment

Major

Full degree program comprising ideation, writing, strategic placement and production of long form branded content.

Coming soon.

Branded
Entertainment

Minor

The collection of courses comprising the concentration and minor which specifically focus on writing and directing short form brand stories.

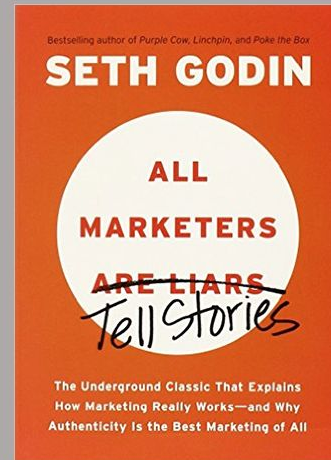
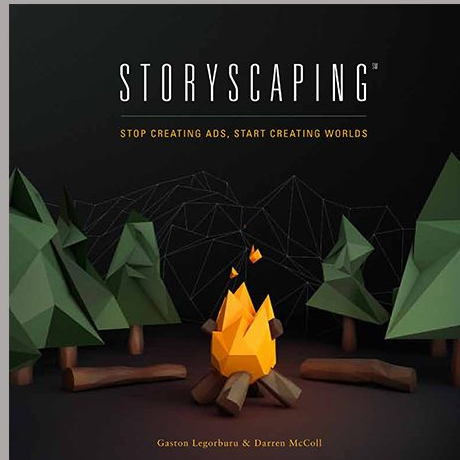
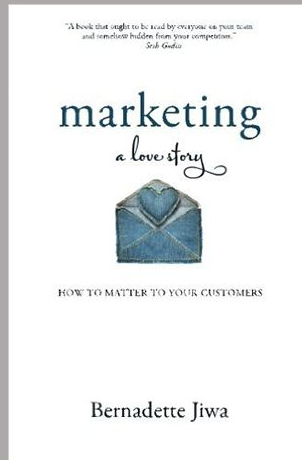
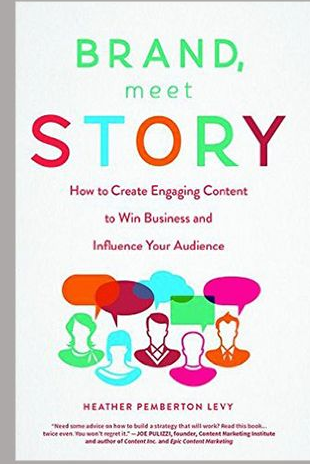
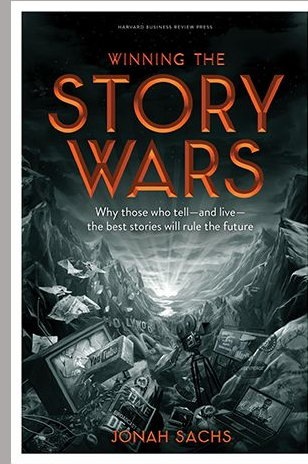
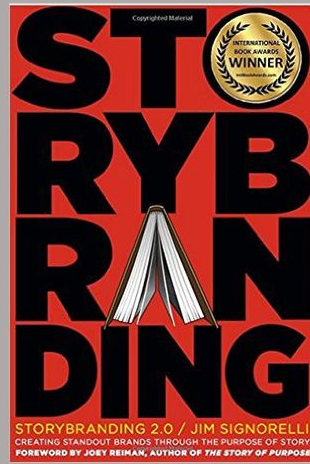
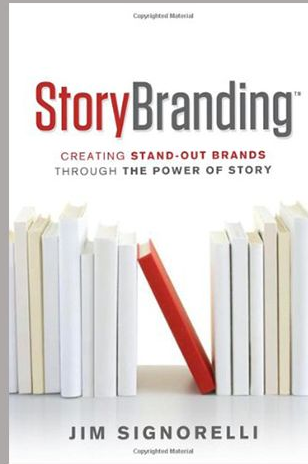
The current proposal.

Brand
Storytelling

Courses

The writing courses which focus on the skillsets of writing script and story content to create a brand narrative.

Launching Spring 2017.



Storytelling in Advertising

Learn from top creatives how to engage audiences by using storytelling in advertising, from crafting a narrative to using digital.

Register interest



FREE online course



Duration: 4 weeks



4 hours pw



Certificates available



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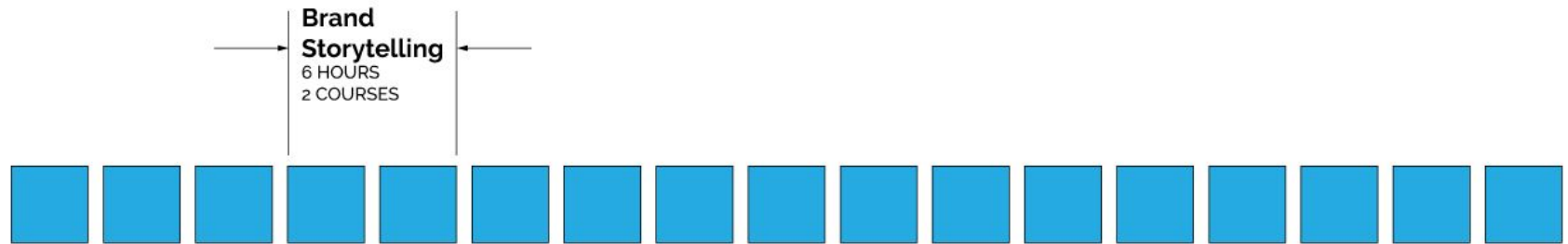


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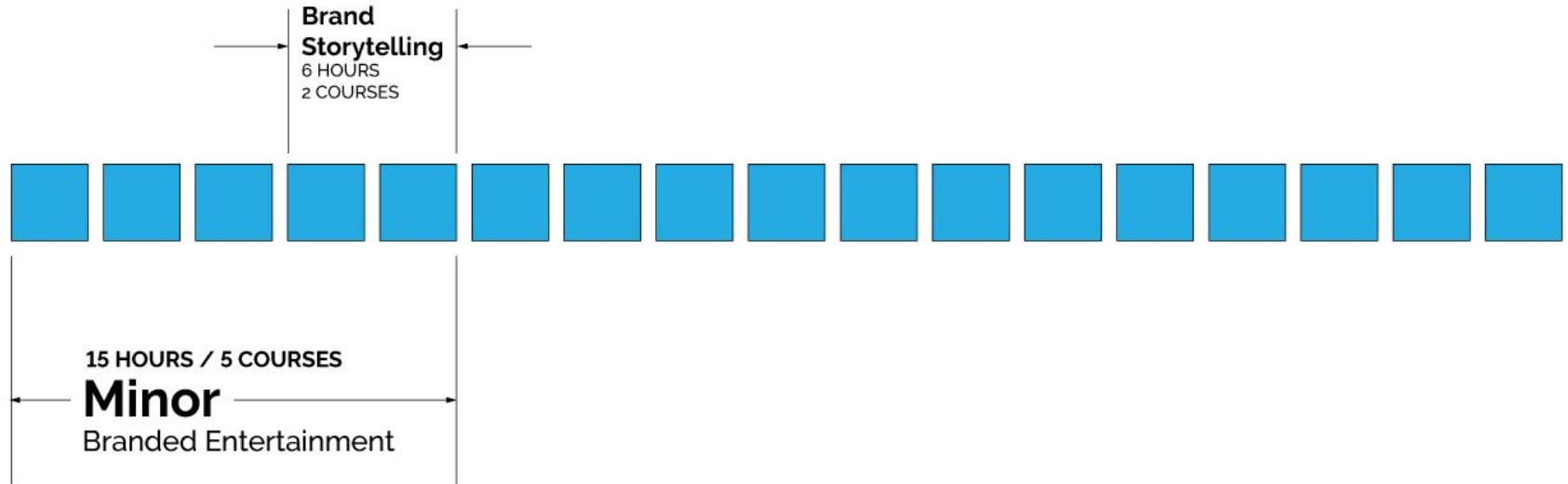
51 HOURS | 17 COURSES



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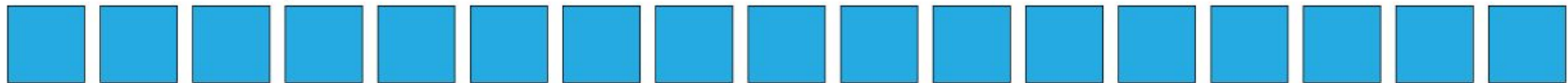


51 HOURS | 17 COURSES

Major

Branded Entertainment

Brand
Storytelling
6 HOURS
2 COURSES



15 HOURS / 5 COURSES

Minor

Branded Entertainment

Branded Entertainment

Industry Examples

Extra Gum - The Story of Sarah & Juan

2:00





Hello Flo - First Moon Party

2:20





Branded Entertainment

Linkages & Partnerships

Linkages & Partnerships



The Collaboratory and Experiential Learning; ART Network, Film, Graphic Design, Game Art and Motion Design are all programs with potential internal linkages. There is tremendous potential for various corporate sponsorships, as well as partnerships with international educational institutions.



We are exploring partnership and collaboration opportunities with FELD Entertainment.

AD Design and Film are already in the planning stage for a series of branded content projects with Cake Mix Studios, the in-house film production wing of Hasbro.

We also intend to external partnerships with:



Roman Coppola (consultant on our new production facility). His company, The Director's Bureau, represents 15 major directors specifically for branded entertainment, including Wes Anderson, Sofia Coppola, and Roman himself.

Linkages & Partnerships



Anonymous Content is one of the top production companies of commercials and music videos. They currently represent Alejandro Inarritu ("The Revenant"), Cary Fukunaga ("True Detective") and Mark Romanek ("One Hour Photo" and many of the most iconic music videos ever made), who Brad has known for over twenty years.



MJZ. Another top production company that reps many famous directors like Spike Jonze for branded content. Brad started out with the founder, David Zander, making commercials in the industry..



Wieden + Kennedy. One of the largest independently owned advertising agencies in the world, it already recruits from Ringling and would seem an ideal candidate for additional external partnerships.

Old Spice - "Mom Song" - 1:00

1:00

Wieden
Kennedy⁺



<https://vimeo.com/113807100>

Microsoft - "The Wedding" - 1:00

Roman Coppola



<https://vimeo.com/66187845>

Branded Entertainment

Evidence Based Assessment

Industry Outlook
Projected 5 Year Enrollment

Examples of Job Descriptions



Associate Content Director, Digitas Studios - DigitasLBi is a highly-caffeinated playground where brilliant minds come together to make bold, award-winning content. At Digitas Studios, we're suckers for a good story and we know you are too. That's why **we believe content marketing is the best way for brands to engage the hearts and minds of consumers** as we move from an age of interruption to an age of invitation. Digitas Studios is the content strategy, creation and marketing arm of Digitas to lead the content revolution into the future. This person lives at the intersection media, creative, analytics and our partners' content teams with direct responsibilities for making great stories for clients.

Examples of Job Descriptions

Creative, VICE Media - VICE Media is seeking a freelance Creative to be responsible for developing ideas for **video show franchises, events, media properties and 360 programs that we can partner with brands to create**. The Creative will interact with many departments of the company (marketing, sales, design, production, web development, and others) by assisting creative development and overseeing execution of integrated projects from concept to production.



Examples of Job Descriptions



Supervising Producer, Discovery Channel Communications - TLC

Marketing is searching for an experienced Supervising Producer / Predictor specializing in both **Branded Entertainment** and General Marketing. Under guidance of the VP and Director of Branded Entertainment, the Supervising Producer / Predictor will serve as the lead producer for **Branded Entertainment** elements and will be involved in general TLC Marketing initiatives. Ideate and write treatments for both upfront and scatter RFPs, **write, produce, edit and finish all forms of branded entertainment/integrated marketing**, including custom shoot spots/campaigns, digital content, image spots, tagged tune-ins, movie promotions, tent pole event promotions, stunt promotions, custom billboards and IPMs, pod busters, and more.

Branded Entertainment

Evidence Based Assessment

Offerings by Other Academic Institutions
External and Internal Demands

Competitive Analysis - Similar Offerings by Other Institutions

SCAD®

[SCAD offers a BFA in Branded Entertainment.](#) SCAD's program addresses the exponential growth in experiential entertainment and prepares you to lead a burgeoning industry that redefines the powerhouse brands of tomorrow.



[CCS offers a BFA in Entertainment Arts with a concentration in Video.](#) Storytelling is at the heart of your role as an artist, whether you're venturing into animation, video or games. Our program prepares you to join the next generation of storytellers while teaching you the latest software used in the entertainment industry.

Competitive Analysis - Similar Offerings by Other Institutions



Columbus College
of Art & Design

[CCAD offers a BFA in Cinematic Arts](#). You'll learn skills at every step of the filmmaking process, as you sharpen your creative eye behind the lens. From pre-production through post-production and distribution, you'll cover a thorough exploration of the field, including cinematography, directing, editing, production design, screenwriting, storyboarding and production management.



TEXAS
The University of Texas at Austin

[The University of Texas](#) Emerging Media and Communication degree program. Through working on digital media projects, EMAC majors develop critical, creative, and collaborative skills in web design, digital aesthetics, writing and research, social media, and platform and application development.

Enrollment Outlook

5 year projected enrollment:

Academic Year	Year 1	Year 2	Year 3	Year 4	Total Enrollment
2017-18	19				19
2018-2019	22	17			39
2019 - 20	25	20	15		60
2020 - 21	28	23	18	14	83
2021 - 22	32	26	21	17	96

The Advertising Design and Film departments have run successful cross-departmental collaborations to create TV commercials **since 2009**.

AMERICAN
ADVERTISING
AWARDS



Building on Current Collaborations



As of 2016, FILM and AD have forged a distinctive and powerful collaboration. This union is also mirrored in the industry. With so much of advertising content being blocked, fast-forwarded and opted-out, brands have found the need to create more entertaining video content to connect with their audiences.

We have an unprecedented opportunity to develop forward-thinking artists who are creating the innovative brand narratives that today's companies so desperately need.

Johnnie Walker - "Dear Brother"

1:30







We Want Your Brand Content
Enter the Adweek ARC Awards before the Nov. 7 deadline



Trolling Trumpf Tweets
Hillary's campaign is now raising money off of Donald's tweets



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Is This Breathtaking Spec Ad for Johnnie Walker the Best Student Work Ever?

Inside the making of 'Dear Brother' By David Gianatasio

December 14, 2015, 10:04 AM EST



Talk about being your brother's keeper.

This haunting Johnnie Walker spec ad from Germany explores that concept in highly memorable fashion—delivering one of the most potent punch lines of the year.

Advertisement

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Serino/Coyne, LLC
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Editorial Assistant

PHAIDON
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Aerial ENG Photographer/Reporter

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**#3 AD Program
+ #16 Film Program**

**Unique Position to
Capitalize on this Industry Shift**