**Project Goal**

*Foster development of unique, user-generated films in support of the upcoming Firefox OS launch*

**Target Audience**Primary: Contestants

* We are reaching out to filmmakers, film students, multi-media enthusiasts, creative types, any one that is passionate about filmmaking and technology.

Secondary: Voters

* Friends and family of filmmakers
* Firefox fans browsing the film gallery to vote for their favorite entry

**Campaign Theme**

Get Mobilized

**Tonality**

Unconventional, Engaging, Honest, Human, Smart, Confident
Additionally, the tone of the design and copy should fun and inviting. We want to create an engaging, cinematic experience that will draw the reader’s attention and spark the filmmakers imaginations.

**Thoughts and Feelings**

Position Edward Norton’s endorsement and participation as a key part of the design and messaging strategy

We want to draw on the creative energy of our most loyal supporters to tell stories with meaning, context and relevance related to Firefox OS to the mobile device user.

We want to communicate that we’re passionate and respectful of their talent and the future of the mobile web simultaneously.

*Additionally*

* We want contestants and voters to be impressed with the quality of past entries, respectful of the contests objectives and giddy with potential prizes
* We want contestants to feel inspired by the website design, contest opportunity and prizes to develop quality film in support of a tight Firefox OS story
* Motivated and equipped with the all information needed to create great, unique Firefox OS films
* We want to pique the curiosity of all visitors and motivate them to share the contest, its content and to also try the FxOS (where available)

**Call to Action in Order of Priority**

* Inspire us with your Firefox OS film. Enter your film to Firefox Flicks today.
* Share your favorite films with your friends
* Vote for your favorite films (in R3 site)
* Learn more about Firefox OS

**Contest Flow**

January 22: Contest announced. R1 site live

February 13: R2 site accept entry submissions

March – July: Sponsored film festivals (See *Sponsored Events* section and Early Entry Awards announced (see *Contest Prizes* section)

July 31: contest entry period deadline

August 1 – 30 (TBC): People’s Choice Award voting period on R3 site

September 5 – 15: Winner announced at Toronto International Film Festival

* Grand Prize Winners (see *Contest Prizes* section)
* Regional Winners (see *Contest Prizes* section)

**Sponsored Events**

* March 9 – SxSW Sponsorship, Austin, TX
* April 10 - BAFICI Sponsorship, Buenos Aires, Argentina
* June 28 - Karlovy Vary International Film Festival, Czech Republic
* July 23 - Cinemalaya Sponsorship, Manila, Philippines
* September 5 – 15 : Toronto International Film Festival

**R1 DESIGN Requirements**

*Homepage*

* Headline type and position
	+ Flicks is back in 2013
* Multi-Messaging Platform static message announcing 2013 Flicks
	+ Messaging hierarchy
		- Edward Norton principle judge
		- Amazing prizes all throughout the contest period
* Promo Boxes
	+ 2012 winners films
	+ Submission period opens February 13
	+ Filmmakers creative brief

*What is Flicks? (About Flicks)*

* What is Flicks (copy TBD)
	+ Describe contest
	+ Only one category. Entries can be no longer than :60
	+ Describe Firefox OS
* How to enter? When you can enter?
* What is the judging criteria (TBD)
* How will winners be announced
* What is Firefox OS

*Film Gallery*

* 2012 Winners
* 2012 Winners interview promos
	+ Link to flicks Social properties: Facebook, Twitter, Tumblr
	+ (Gallery does not need to accept entries in Phase I; just display 2012 winners)

*Meet the Judges*

* Edward Norton bio (CONFIRMED)
	+ Integrate Edward Norton 2012 Flicks quote TBC with PR
* Plan for 6 judges – TBC

*Contest Prizes*

* ***$1,000 Early Entry Awards*** | Awarded at each film festival event listed
	+ Awarded to filmmakers that submit their film in time for one of four Firefox film festival sponsorships (film festivals TBC)
		- March 9 – SxSW Sponsorship, Austin, TX
		- April 10 - BAFICI Sponsorship, Buenos Aires, Argentina
		- June 28 - Karlovy International Film Festival, Czech Republic
		- July 23 - Cinemalaya Sponsorship, Manila, Philippines
	+ FYI Films evaluated by Firefox engagement, PMM and leadership teams
* ***$1,500 People’s Choice Awards*** | September 13 – Toronto Film Festival (TBC)
	+ Prize – $1,500 + exposure through About: Home take-over for a day
	+ Awarded to the 3 films that earn the most votes during the People’s Choice Awards voting period
		- August 1 – August 31 (TBC – could change to mid-August)
* ***2013 Firefox Grand Prize Winner*** | September 13 – Toronto Film Festival
	+ Prize – Panavision Prize Package valued at $60,000 (TBD)
	+ Awarded to best film of the competition
	+ Films evaluated by the Celebrity Judge’s panel
* ***Regional Prizes awarded*** at Toronto Int’l Film Festival to best films from each contest region and exclusive of the Grand Prize
	+ Latin America - $5,000 Winner + $2,500 runner up
	+ North America - $5,000 Winner + $2,500 runner up
	+ Europe - $5,000 Winner + $2,500 runner up
	+ Asia - $5,000 Winner + $2,500 runner up

*Rules and Regulations*

* Summary of rules (TBC by legal)
* Long form rules and regulations TBD but similar to 2012

**R1 COPY REQUIREMENTS**

*Homepage*

* Headline announcing 2013 contest
	+ Flicks is back in 2013
	+ Contest will be announced via PR, social media, Mozilla channels
* Multi-Messaging Platform static message announcing 2013 Flicks
	+ Messaging hierarchy
		- Edward Norton principle judge…*read more*
		- Amazing prizes all throughout the contest period…*learn how*
* Promo Boxes
	+ See 2012 winners films
	+ Submission period opens February 13
	+ Read and download filmmakers creative brief to get started

*What is Flicks? (About Flicks)*

* What is Flicks (copy TBD)
	+ Describe contest
	+ Only one category. Entries can be no longer than :60
	+ What are the prizes?
		- *See Contest Prizes section below*
	+ Describe Firefox OS
* How to enter? When you can enter?
	+ TBD pending VIMEO API decision
* What is the judging criteria (TBD)
* How will winners be announced
	+ Early Entry winners will be announced at each Firefox-sponsored film festival – *see list of event under Contest Prizes or Sponsored Events*
* What is Firefox OS

*Film Gallery*

* 2012 Winners – see the films that inspired our judges
* 2012 Winners interview promos
	+ Link to flicks Social properties: Facebook, Twitter, Tumblr
	+ (Gallery does not need to accept entries in Phase I; just display 2012 winners)

*Meet the Judges*

* Edward Norton bio (CONFIRMED)
	+ Integrate Edward Norton 2012 Flicks quote TBC with PR
		- [https://www.youtube.com/watch?v=2vbbc-WntrM](https://www.youtube.com/watch?v=2vbbc-WntrM" \t "_blank)
	+ 2012 Flicks bio <https://firefoxflicks.mozilla.org/en-US/judges>
* Plan for 6 judges – TBC

*Contest Prizes*

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**ADDITIONAL GUIDELINES**

**Popcorn Integration**

* Firefox will hold a Sprint Contest during the week of SxSW in March 2013. This contest will be confined to SxSW attendees only and held at the Firefox-sponsored festival facility.
* The Sprint Contest is contest for SxSW attendees that will test their ability to take either pre-recorded Firefox footage or their own SxSW footage re-mix a video using Popcorn.js technology.
* The website will need
	+ Re-mix with Popcorn bug on video display page
	+ Popcorn/SxSW page announcing, explaining and inviting attendees to participate in the Popcorn Sprint Contest at SxSW
	+ Ability to enter SxSW Sprint Contest
* SxSW Film: March 8-16, 2013