**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 – assuming Ed Norton becomes our key judge. FYI, this refers to the comments he made in Cannes about Mozilla and his support for open web technology.

Create a Firefox-centric and cohesive language system that separates it from other video contests and elevates Flicks into a revered *film competition*.

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. Get the world excited about the amazing world of mobile.

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**

* “Get mobilized” and 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
  + Tell everyone about the amazing world of mobile (focus on the benefits of the Firefox OS without calling out the OS)
* Sub head:
  + Flicks is back in 2013
* Multi-Messaging Platform static message announcing 2013 Flicks
  + Messaging hierarchy
    - Edward Norton principle judge (trying to confirm this asap)
    - Multiple chances to win amazing prizes throughout the contest period (at festival’s and again during the voting period in August. Enter early, be a winner and automatically earn a slot in the voting period)
* Promo Boxes
  + 2012 winners films – see the films and filmmakers that we took to Cannes with us in 2012
  + 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 Entries can be animated or filmed, get creative.
  + 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
* FYI, Lizz is working on a FAQ. We will want you to edit it.

*Film Gallery*

* Check out the 2012 Winning videos that we showcased at the Cannes Film Festival 2012
* 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 – Use this copy as FPO. Looking to finalize the prizes with C.Beard on Wed.*

* Enter early for an opportunity to win a great early prize and to automatically be one of the films voted on during the “people’s choice” awards/voting at the end of the festival. (we are going to pick 5 films from each of the festival’s that will automatically be eligible to be voted on and be one of the People’s Favorites. Looking to have 40-60 films in the voting section.)
* ***$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)
    - April 10 - BAFICI Sponsorship, Buenos Aires, Argentina
    - June 28 - Karlovy International Film Festival, Czech Republic –this might change to a Poland Festival
    - July 23 - Cinemalaya Sponsorship, Manila, Philippines
  + FYI Films evaluated by Firefox engagement, PMM and leadership teams – don’t include this in the copy.
* ***People’s Choice Awards*** | September 13 – Toronto Film Festival (TBC)
  + Prize – TBD, will win a great swag bag full of Firefox swag and highlighted throughout the Flicks site.
  + 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*

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

**R1 COPY REQUIREMENTS**

*Homepage*

* Headline announcing 2013 contest
  + Tell everyone about the amazing world of mobile (focus on the benefits of the Firefox OS without calling out the OS)
* Subhead:
  + Flicks is back in 2013
  + Fyi, Contest will be announced via PR, social media, Mozilla channels
* Multi-Messaging Platform static message announcing 2013 Flicks
  + Messaging hierarchy
    - Edward Norton principle judge (trying to confirm this asap)…..Read More
    - Multiple chances to win amazing prizes throughout the contest period (at festival’s and again during the voting period in August. Enter early, be a winner and automatically earn a slot in the voting period)…..Learn More
* Promo Boxes
  + See 2012 winners films – see the films and filmmakers we took to Cannes with us in 2012.
  + Submission period opens February 13
  + Read and download filmmakers creative brief to get started…. Get Started Now

*What is Flicks? (About Flicks)*

* What is Flicks (copy TBD)
  + Describe contest
  + Only one category. Entries can be no longer than :60. Can be animated or filmed, get creative.
  + What are the prizes?
    - *See Contest Prizes section below*
  + Focus on the amazing world of mobile and our CTA about getting mobilized. Describe Firefox OS
* How to enter? When you can enter?
  + Through Vimeo, need more info on flow. 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
  + Fyi, Lizz Noonan is putting together a FAQ. Will run it by Matej for copy editing.

*Film Gallery*

* 2012 Winners – see the films that inspired our judges and earned a trip to be showcased at the Canner film festival in 2012.
* 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)- looking to confirm.
  + 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*

*Use this copy as FPO. Looking to finalize the prizes with C.Beard on Wed.*

* Enter early for an opportunity to win a great early prize and to automatically be one of the films voted on during the “people’s choice” awards/voting at the end of the festival. (we are going to pick 5 films from each of the festival’s that will automatically be eligible to be voted on and be one of the People’s Favorites. Looking to have 40-60 films in the voting section.)
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    - June 28 - Karlovy Vary International Film Festival, Czech Republic
    - July 23 - Cinemalaya Sponsorship, Manila, Philippines
  + Don’t include in the copy. FYI Films evaluated by Firefox engagement, PMM and leadership teams
* ***People’s Choice Awards*** | September 13 – Toronto Film Festival (TBC)
  + Win a Flicks swag bag full of all sorts of great stuff plus exposure throughout the Flicks site and our Flicks social cahnnels.
  + 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
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  + Latin America - $5,000 Winner + $2,500 runner up
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**ADDITIONAL GUIDELINES**

**Popcorn Integration**

**-This is likely going to be a link to Popcorn from the Flicks site for more information. Its more about “exploring” Popcorn as opposed to using Popcorn. Talked to Brett Gaylor this morning and he’s more on board with this plan than he is doing a sprint contest. So, ignore the info below for now.**

* 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. This is likely not going to happen. Will likely become more of a hack-a-thon. More to come on this.
* 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. Final SXSW plan in Jan.
* 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