



## **BRIEF**

### **Xanadu Wines Cinema Advertisement Contest 2012/13**

#### **Overview**

Xanadu Wines are searching for a new cinema advertisement to promote the brand to film savvy audiences using your unique and creative take.

The brief is to create a visually captivating advertisement for the wine brand Xanadu, one of Margaret River's leading and original wineries. As a premium brand the advertisement should endeavour to create a powerful yet positive impression of the brand. Whether it's a clever comedy, a visually stunning piece or a compelling story, it needs to leave people with positive perceptions and a new interest in the brand.

We are asking filmmakers to produce a 30-60 second advertisement appropriate for cinema (traditional and outdoor) that will work as an effective communication tool to be screened at high profile film events.

#### **Prize**

- \$1,000.00 prize money
- Nikon HD Camera valued at \$850
- A full year's supply of Xanadu premium wines, valued at \$2000.00 RRP
- Advertisement to be showcased at film events nationally with credits referencing the winner's work.
- Debut screening at the 2013 St Kilda Film Festival.
- VIP package for 2 x people at the 30<sup>th</sup> anniversary of the St Kilda Film Festival (valued at \$250)
- Entertainment package for four people to celebrate at Southbank's newest venue - Trocadero, followed by a show at the Melbourne Arts Centre (valued at \$850)

#### **Mandatories**

- Xanadu Wines logo to be shown at least once, including the final shot
- Reference to the brand at least once e.g bottle shot, carton with logo or in speech
- No indecent behaviour i.e swearing, irresponsible use of alcohol or under-age drinking

For any questions or image requests please contact [info@xanaduwines.com](mailto:info@xanaduwines.com)