

THE MARKETING SOCIETY FILM CHALLENGE CAN MARKETING SAVE THE PLANET?



Artwork: Elmgreen and Dragset
Image: Marshall Astor, Flickr

Helpful stimulus to get you started

Robert Rodriguez – 10 minute film school

Put 'robert rodriguez 10 min film school (the 1st & Original)' into youtube

Good examples of the sort of films we might produce

Democracy Challenge

<http://www.videochallenge.america.gov/video.html>

Demonstrating how simple can be spectacular - Isabella Rossellini

Put 'Isabella Rossellini' into youtube

Watch Green Porno Educational Videos – Bee and Earthworm

Adsdean film festival (a local challenge!)

Put 'adsdean film festival' into youtube

Some useful links on our theme

World Wildlife Fund Canada

Put 'Imagination vs global warming' into youtube

Do the green thing

<http://www.dothegreenthing.com/>



antennae

Call to Action: The Marketing Society Film Challenge

Can Marketing save the planet?

A key aim of the Marketing Society is to encourage people to think differently and beyond their day to day issues, to find answers to provocative questions - that in turn will reveal opportunities for businesses and brands in the future.

The film challenge presents a fun and exciting way of working with the latest thinking, a chance to make themes relevant to your specific business and market circumstances and to gain from the perspectives of others involved. Participants may find new ways to express their ideas, (perhaps gaining insight into the process of developing user generated content).

Working with the topic of sustainability, one of the four main pillars of debate within the Society, the inaugural challenge will address the provocation 'can marketing save the planet?'. We want you to put together a small team from within your organisation to develop and present back a point of view in a short film (3 min max).

Film has been chosen specifically as the medium for developing and communicating ideas because it is about visual storytelling and therefore offers a different way of accessing and presenting our knowledge and imagination.

The challenge has been designed to maximise the involvement of corporate teams. Working in partnership with antennae the Marketing Society will provide ways of making it easy to take part, offering advice to get you started and stimulus and support to help you through the process. Because the emphasis is on the ideas not the skill of filmmaking, we will also recommend simple formats and ways to work with technology .

On completion of films participants will attend a screening, followed by a discussion of the issues raised, implications for marketing and what we can learn from the process of making.

All films will be showcased on the Marketing Society website and at the Edinburgh Festival in August.

How to take part

Find further information and register for the Film Challenge on the Marketing Society website with your team name and members (max 5 people)

Make and submit your film to The Marketing Society before the deadline of 1 July 2010. Then come along with your team to the screening and discussion at the Green Film Challenge Think Tank on 13 July 2010.