



Coca-Cola



REGAL

FILMS

2019 PROGRAM BRIEF

Summer Ideation Opportunity

LIGHTS. CAMERA. REFRESHMENT.

The Coca-Cola Regal Films program is 6-month fueled opportunity to create content for the big screen. The program launches each fall semester through our partnered schools. This year we wanted to give students a head start ideating for the upcoming competition. After all great ideas take time to perfect.

This is last year's brief. We recommend students use this brief in the following ways:

- Gain a General understanding for how the program works
- Drafting script submissions. While the challenge does differ from year to year we don't expect it to shift drastically.

Join the program mailing list: http://bit.ly/CCRF_MailingList. The program will send out an eblast when we launch the 2020 program this coming fall 2019.

Best of luck!



STUDENT FILMMAKING CHALLENGE

This section outlines the scripting requirements needed to participate in this challenge.

2019 STUDENT CHALLENGE

Student Scripting Challenge: Write a 00:30 Coca-Cola and Regal co-branded film to run in all Regal locations in the period before the start of a feature movie.

The Brief: Leverage at least one of the following themes to bring to life how Popcorn and Coke enhance the movie going experience.

- Going to the movies provides an opportunity to have an experience – to be entertained, to relax, to share a special moment with friends and/or family, to feel uplifted. You can't fully enjoy a movie without delicious Regal popcorn and a cold, refreshing Coca-Cola. Regal popcorn and Coca-Cola simply make the movie-going moments even more special.
- Bring to life the feelings, tastes, and sounds of Popcorn and Coca-Cola as a part of the movie going experience.

Example: The 2018 Grand Prize winning film, The Library from Ithaca College is a great example of how the creative shows Coke and popcorn strengthening the connection and completing the experience. <https://www.youtube.com/watch?v=3wG4YRrL2Us>

WHO WE ARE COMMUNICATING TO?

- While moviegoers come in all ages, the core target for your 30-second short is older teens (think 18-19) while not alienating broader groups
- It's important to represent a multicultural and diverse audience – Regal operates all over the US.
- Your film also needs to be appropriate for all audiences, meaning it will be shown with G, PG, PG-13 and R-rated films.
- Please see page 19 for additional insights and inspirations when writing your script.

This is often an overlooked element of submissions.

REASONS TO BELIEVE

In order to build the ritual of Coke, Regal popcorn and a movie at Regal Cinemas, we start by reminding moviegoers how these items make their experience complete.

- The delicious, refreshing taste of an ice-cold Coca-Cola or Coke Zero Sugar is the perfect pairing to a hot, buttered and salted Regal popcorn. The smell, the taste and the feel all help to enhance the Regal moviegoing experience. In fact the movie going experience is ***incomplete*** without a Regal popcorn and Coca-Cola.
- Smell, taste and feel that heightens the sensorial expedience of seeing a movie at a Regal Cinema make the experience and moments more special.
- Eating Regal popcorn and drinking Coca-Cola enhances the social element of going to the movies and makes the whole experience more fun.
- Sitting in Regal movie theater, eating Regal popcorn and drinking Coca-Cola is a fun, positive and uplifting experience. It provides a full sensorial experience that allows guests to have a moment to let go, escape and just relax.

WHAT DO WE WANT TO COMMUNICATE?

Think: Delicious Coke and Regal popcorn is the perfect combination for the movie going experience.

Feel: Movie enjoyment is not complete without a delicious ice-cold, refreshing Coca-Cola and hot buttery Regal popcorn.

Do: Ensure that once you're in your seat and the movie is about to start that you have a Coke and Regal popcorn in your hands.

This is often an overlooked element of submissions.

We recommend that students create their ideas and run them through this as a filter. Does your script communicate these items?



BRAND BACKGROUND

In order to help you integrate both Coca-Cola and Regal, we've also provided brand background. Use this information to better integrate the brands into your spot.

COCA-COLA GLOBAL BRAND LOOK, FEEL & TONE

Coca-Cola is one of the oldest, most recognized, respected and loved brands in the world. The Coca-Cola Company is steeped in history and tradition where heritage is honored and values are respected. You must keep the following in mind when writing your scripts and, if selected, producing your film.

Echo the following brand sentiments:

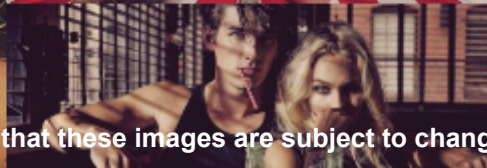
- **Insight:** More than ever, people need moments of simple, uplifting pleasure.
- **Belief:** Even the smallest acts of optimism, including sharing a Coca-Cola, can bring us together.
- **Promise:** Coca-Cola will always be the authentic cola taste experience that uplifts and brings positivity in every sip.
- **Values:** Inclusiveness, Closeness, Active Optimism, Authenticity, Socially Conscious
- **Personality:** Social and outgoing, In-the-know, Dynamic, Confident yet humble, Positive, Genuine, Optimistic, Timeless
- **Benefits:** Fulfilling pleasure with original great Coca-Cola taste, Unique refreshment experience that uplifts & also relaxes

Leverage and integrate brand intrinsics to drive “craveability”:

- Delicious, unique taste, refreshing
- Goes great with popcorn
- Gives uplift

Other:

- Use of subtle red accents in key moments of the film.
- Use of Instagram saturated/color-corrected look.
- Do not have to use the campaign tagline “Taste the Feeling” anywhere in your film.



*Note that these images are subject to change and are to be used as reference.

REGAL BRAND VOICE & TONE

Regal is a company of movie lovers. Our Cast Members are passionate about creating that one-of-a-kind experience of seeing a great movie at a great theatre. However, with more choice today than ever before in places to view movies — tiny mobile screens, streaming apps, smart TVs, home theatres, etc. — it's vital that the local theatre remains a sacred space where we go OUT to the movies. The smell of the popcorn, the smile of a welcoming usher, the feel of the luxury seat, the fizz of the Coke... they all combine to create a SENSE OF PLACE that is vital to the shared experience. So Regal's guiding vision is the creation of fun, memorable, and welcome destination for each and every guest.

Regal's Brand Promise: "The Best Place to Watch a Movie"

Your film should echo Regal's brand strategy:

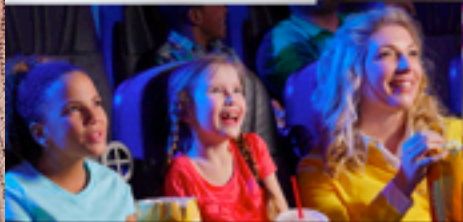
- Regal has the best theater environments: luxurious seats, modern spacious lobbies, obsessively clean
- Regal features the best technology in movie-going: innovation in the theatre (such as 4DX & ScreenX), online and in the mobile app
- Regal is home to the best service: passionate employees who deliver memorable experiences
- Regal's has the best-in-class loyalty program: surprising, delighting and rewarding great value through the Regal Crown Club

Brand Principles

- Welcoming hospitality
- Exciting experiences
- Technological excellence
- Enjoyment for everyone

Brand Personality: Inclusive, Passionate, Confident and Warm

Think of Regal as your smiling, group-gathering friend that's always saying "Hey, let's go out to a movie!" We are the movie party host who works hard to keep the moviegoing experience fresh and fun for everyone.





ADDITIONAL PARAMETERS & MANDATES

ANIMATION, CGI & VFX

Animated scripts, whether partially animated or a fully CGI created spot, are welcome to be submitted. There are a few additional things to keep in mind if you are submitting an animated concept.

- The production of your spot must adhere to the program deadlines. Please see the full program timeline indicated on slide 24.
- Animation finalists will be required to showcase rendered versions of their animations in advance of the full edit being completed, just as filmmakers are required to show several cuts before their film edits are completed.
- When submitting an animation, it's highly recommended that you submit animation-style examples or storyboards along with your script and budget. This is not a requirement.
- Your film needs to be appropriate for all audiences, meaning it will be shown with G, PG,PG-13 and R-rated films.
- The Coca-Cola Company and Regal Cinemas are committed to the responsible marketing of their brand and products. All spots must respect the roles of parents and caregivers by NOT marketing to children under 15 years of age. Keep this in mind if you plan to include animated characters.

PLEASE AVOID THE FOLLOWING:

- No animations of trademarks, competitor brands or established characters are allowed in your spot. Borrowing the equity from animated characters, third-party characters or celebrities that primarily appeal to children is not permitted.
- Coca-Cola products (bottle, aluminum can or cup) may NOT be animated to have “human” characteristics; for example, eyes, talking, etc.
- Avoid cartoon-like animation styles. All animation styles must appear realistic so not to appear as though the spot is being marketed to children. That includes retro styled animations that might be aimed at an older target.
- Submissions may not be eligible if they imply cause and effect as it relates to health claims or leads to supernatural powers.

PRODUCT INTEGRATION AND MANDATES

Below is a list of requirements to include in your spot:

1. Initially, students are not expected to script for their opening 5-second bumper. Should your team be selected as a finalist, Coca-Cola and Regal then require that you create and include a 5-second introduction to your film.
2. Throughout the program and scripting process -- in text, voice-over and logo usage -- it is preferable to refer to the Regal brand simply as "Regal" and not Regal Cinemas or Regal Entertainment Group.
3. When referencing both brands in your scripts: Coca-Cola product **inside** a Regal theater should be enjoyed from a Coca-Cola cup. Anything **outside** should reference the Coca-Cola contour glass bottle. Regal Popcorn should always be showcased in a tub or bag.
4. You must showcase a small-size Coca-Cola in the film and, when applicable, include Coke Zero Sugar.
5. Students must use original music and own the rights to all film elements, including but not limited to: actors, art, music, sound effects, etc., featured in their film. Please include funds for music when submitting budgets.
6. The Coca-Cola Company and Regal Cinemas are committed to the responsible marketing of their brand and products. All spots must respect the roles of parents and caregivers by not marketing to children under 15 years of age.
7. Submissions may not be eligible if they imply cause and effect as it relates to health claims or leads to supernatural powers.

SCRIPT REQUIREMENTS & RESTRICTIONS

Please follow the script requirements listed below and ensure your content does not violate the restrictions listed.

Content restrictions:

- Must be able to be created and produced as a film for \$15,000 or less.
- Must not disparage, ridicule, denigrate or embarrass The Coca-Cola Company, its employees or products, or Regal Entertainment Group or its employees, products, or services or any other Contest sponsors or related parties:.
- Must NOT show children under 15 years old without the presence of a parent or caregiver; visible face, torso and significant presence of a parent or caregiver must be evident in the spot and narrative created. All youth portrayed alone in any media must be and clearly look like a youth of 15 years or older.
- Must not include any live animals.
- Must not contain any indecent, vulgar, obscene or offensive material, including, but not limited to, material surrounding terrorism, guns, foul language and/or adult content.
- Must not contain brand names or trademarks other than those owned by The Coca-Cola Company and/or Regal Entertainment Group. Team members have a limited license to use these brand names and trademarks to create and submit material for this contest only.
- Must be the original work of the team and created specifically for this contest.
- Must never show an empty theatre

Script requirements:

- Must be in English.
- Must be the length appropriate for a 30-second film (approximately 1 page or less). The title should be displayed at the top of the page and should NOT display the names of the team members or the name of the school.
- Must NOT contain a title page (in addition to the pages above).
- Must not include any other competitive beverage brands or theatre locations.



INSPIRATION & REFERENCES

COMMERCIAL EXAMPLES

REGAL THIRST

“Thirst” drives product craveability and the “ahh” moment of sipping an ice-cold Coca-Cola.

Main takeaway: drives product craveability, conveys refreshment



<https://drive.google.com/file/d/14OtUYLNtrtzUZFz2WlaZkEUGIUOdgrba/view?usp=sharing>

COKE: SIP STEALER

“Sip Stealer” tells the Coke story of desired thirst and refreshment through a simple model in a relatable way.

Main takeaway: simple storytelling, conveys thirst and a desire for the product.



<https://youtu.be/1rcgypBD34s>

REGAL CROWN CLUB: MEET BEN

Ben is trying to save up his Regal Crown Club credits for something big, but free popcorn proves just too hard to resist.

Main takeaway: Regal’s free rewards plus a intrinsically desired product are a great combination.



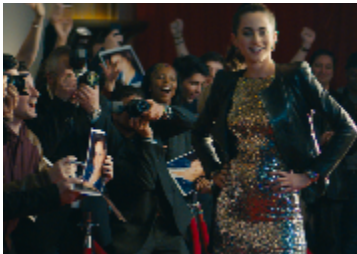
<https://youtu.be/22eDYYOsTsw>

PAST PROGRAM EXAMPLES

The program has had so many amazing student created spots but below are 4 spots that are great examples of what we are looking for in this year's challenge.

See these films at <http://bit.ly/2PCvxHg>

2018:



The Premiere, Columbia University

2017:



Crunch Time, Chapman

2016:



Blindfold, SVA



The Library, Ithaca College



Coca-Cola Gaze, AFI

Classified - Confidential

ADDITIONAL INSPIRATION

As you begin to draft your concepts below are some key insights to help inspire your writing.

Teens:

- Teens are going through the same life stages we've all been through (they are physically become an adult).
- They are in a vulnerable time of self discovery and they want to be recognized and empowered.
- They are pack animals who value individuality but also crave togetherness with friends who understand them.
- Teens recognize authenticity and call it out when it isn't authentic.
- They will share a good thing when they see it.
- Always speak *with* them not *at* them.
- Remember, we receive MANY "date night" scripts each year and, while allowed, we challenge you to surprise the judges with something new.

Moviegoing Experience:

- Regal's focus is on constantly being the best place to watch a movie. Think about the sacred space that Regal creates to for moviegoers to feel all the emotions that the movies drive. What makes it better than home, or smaller screens?
- Explore ways that the movies, popcorn and Coke can bring people together.
- Bring to life the senses: the feelings, tastes and sounds of popcorn, soft drinks and movies . Illustrate how the three are intrinsically linked.
- Regal differentiates itself by Rewarding moviegoers for their love of movies. Guests should feel Regal is a warm, welcoming home for every movie experience.



PROGRAM OVERVIEW

Now that you're excited about the program, this section will breakdown the details of how it will all work.

PROGRAM DETAILS

- Develop a 30-second Regal & Coca-Cola co-branded pre-feature short film to run in all Regal locations nationally (30 seconds for film, 5 seconds for bumper).
- There will be up to five scripts/finalists chosen.
- Finalists will receive \$15,000 to produce their 30-second film (30 seconds for film, 5 seconds for bumper) and capture behind-the-scenes footage. All film crews will be mentored throughout the program.
- Two awards will be granted:
 - Grand Prize: A panel of industry experts make up the Red Ribbon Panel and will judge the technical aspects of the films, their creativity, entertainment value, and brand fit in order to select the grand prize winner. The Coca-Cola and Regal Films Grand Prize winner will be featured in Regal theatres nationwide.
 - Best Social Media Campaign: Each film team will have a designated social media manager whose job it is to promote your school's film project just like you would when you promote your professional career work. A panel from the Coca-Cola Regal Films program including social/digital media professionals will evaluate each campaign effort and will pick the winner. The Prize for this award will be announced at a later date.
- Additional PR opportunities may become available and finalists may be invited to participate in events at a later date.

PARTICIPATING SCHOOLS

Twenty-five film schools have been selected to participate. Below are the key faculty administrators who manage the program on each campus. All program applications must be signed and approved by the key faculty administrators.

School Contacts	
AFI , Jonathan Sanchez Leos: jsleos@afi.com	Notre Dame , Ted Mandell: tmandell@nd.edu
Biola University , Gerald Fisher: gerald.fisher@biola.edu	NYU , Adam Underhill: adam.underhill@nyu.edu Wendy Kaplan: wendy.kaplan@nyu.edu
California University , Donna Thomas: dethomas@csulb.edu	Pace University , Louis Guarneri: lguarneri@pace.edu
Chapman University , Taylor Braun: tbraun@chapman.edu	Ringling College of Art and Design , Jeff Schwartz: jschwartz@ringling.edu
Columbia College Chicago , Tom Fraterrigo: tfraterrigo@colum.edu Carolina Posse: cposse@colum.edu	Studio School , Duane Dell'Amico: ddellamico@relativitieschool.org
Columbia University Film School , Andrew Castillo: ac4058@columbia.edu	SCAD (Atlanta) , Michael Kinney: mkinney@scad.edu Kevin Collins: kcollins@scad.edu
Elon University , Youseff Osdman: yosman@elon.edu	SCAD (Savannah) , Nichole Tate: nkowalski@scad.edu Chris Gallagher: cgallagh
Florida State University , Brenda Mills: bmills@fsu.edu	School of the Art Institute of Chicago , Frederic Moffet: fmoffet@saic.edu
Full Sail , Nikki Wilson: nwilson@fullsail.com	School of Visual Arts , Mary Lee Grisanti: maryleegrisanti@gmail.com Megan Hessenthaler: mhessenthaler@sva.edu
Georgia State University , Phil Lewis: plewis17@gsu.edu	The New School , Carolyn Buschel: buschelc@newschool.edu
Iona College , Melissa E. Aponte: maponte@iona.edu,	UCLA , Belinda Starkie: bstarkie@tft.ucla.edu
Indiana University , Sarah Cady: scady@indiana.edu	University of Nevada, Las Vegas , Brett Levner: brett.levner@unlv.edu
Ithaca College , Jack Powers: jackpowers2@gmail.com	University of North Carolina School Of The Arts , Kate Miller: millerk@unca.edu
Morehouse College , Avery Williams: awilliams@morehouse.edu	University of Texas , Rosemary Lara: rosemary.lara@austin.utexas.edu
Northwestern University , Dawn Washington: rtf@northwestern.edu	Western Kentucky University , Travis Newton: travis.newton@wku.edu

For program questions that your key faculty administrator cannot answer, please email cokeregalfilms@gmail.com.

APPROXIMATE TIMELINE

TASK	DATES
Call For Entries	August 28 - October 5 at 11:59 p.m. ET
Semi Finalists Selection	Monday, October 22, 2018
Semi Finalists Revision and Storyboards Due	Thursday, October 25, 2018
Finalists Notified	November 8, 2018 - November 14, 2018
Pre-Production	November 15 - January 9, 2018
Production	January 10, 2019 - February 10, 2019
Post Production	February 11, 2019 - March 4, 2019
Red Ribbon Panel Review	March 9, 2019 - March 14, 2019
Grand Prize winning announcement	Wednesday, April 3, 2019
Best Social Media Campaign	March 9, 2019 - April 12, 2019
Grand Prize Winning Film in Theaters	Saturday, May 19, 2019

PLEASE NOTE:
These dates will absolutely change for the 2020 program launching this fall. Exact dates have not been released yet.

SELECTION PROCESS

Narrowing all the amazing applications to 5 finalists is the challenge -- and it's difficult!

As many as 15 of the highest-scoring teams will be selected as semi-finalists. Each semi-finalist team will receive feedback on the script, rework it, and re-submit by the dates listed above. All applicants will be notified of their status by **November 14, 2018**.



SUBMISSION & JURY PROCESS

SUBMISSION GUIDELINES & CONSIDERATIONS

Be sure you've read and understand the official rules and the program overview. If chosen as a finalist team, you will be required to adhere to all detailed instructions including, but not limited to, the contest timing and budget requirements.

Submission Guidelines:

- Eligible students must submit their Applications, Scripts and Budgets as part of a Team. Selected participants will use their Budgets to have the appropriate crew and obtain any resources or equipment necessary to complete the Film production.
- One of the Team applicants must be a producer; the other may be any key crew member.
- Students may submit as many applications as they'd like. In fact, we recommend multiple submissions.
- Each applicant must submit the script and budget associated with the application within 30 minutes of submitting an application -- that is, one budget and script per email. If you're submitting multiple scripts, you must submit an application and email for each of them in order to be considered for the spot.
- The budget must include your School's key faculty administrator's signature. For a list of key administrators, see page 22.
- All required information must be sent in one email and include "Coca-Cola and Regal Films Application" in the subject line.
- Each script should be saved as a .pdf.
- Make sure all of your documents are saved by your script title.
Example: "BreakTheNight_Application" and "BreakTheNight_Script"

Application Considerations:

- Each team of two is asked to include their key crew information. This helps showcase all of the student talent if selected.
- If you are submitting an animation application, it is recommended that you also submit an example of the preferred animation style for your spot.
- Although not required, storyboards are also welcome for all scripts. Sometimes these can be great tools for helping your spot come to life during the selection process.
- Be sure your examples of work are NOT password protected.
- Read the official program rules and check the submission guidelines before you submit.

SUBMISSION PROCESS & JUDGING CRITERIA

SUBMISSION PROCESS

To submit your script(s) for consideration, please follow these steps in order:

1. Fill out an application online: <http://bit.ly/2019CCRFprogramapp>
2. Email your script and signed budget to: [REDACTED] Each entrant will receive an email confirmation when his/her application has been processed.
3. Repeat this process if you are submitting more than one script for consideration.

JUDGING CRITERIA

Creativity

- Overall quality of script and storyline
- Creativity and originality
- Ability to effectively tell a compelling story

Creative Fit to Theme and Tone

- Does the storyline successfully answer the elements creative brief?
- Does the concept represent/reflect the Coke and Regal brand?

Entertainment Value

- Does the story provide a new, untold perspective?
- Is the story entertaining?
- Is it engaging to the target audience?

PLEASE NOTE:

- Do not submit applications. No applications will be reviewed until we launch the 2020 program in fall 2019.
- You can click on the application link to review the application process.

WHAT TO EXPECT IF YOU ARE A FINALIST

If your script is selected as one of the scripts to be produced, below is information on the requirements of being a Coca-Cola and Regal Films finalist:

- Each of the finalist teams will each receive \$15,000 to produce their film based on the contest timeline outlined on slide 24.
- Finalists will be responsible for all applicable taxes (see line item labeled “prize tax” in the budget worksheet). It’s recommended that each prize winner meet with a tax professional and budget for tax payments accordingly.
- Finalists will receive a handbook with a detailed timeline, all production guidelines and best commercial practices.
- All pre-production will take place in November – early January. This means you and key members of your crew will need to be available during that time.
- Coca-Cola Regal Films will work with each finalist to record a 5-second introduction for your film. This is not something that needs to be scripted in advance.
- Finalist teams are required to document their film development with a behind-the-scenes (“BTS”) crew. The BTS will be used to promote the projects and programs through social media. At the sponsor’s sole discretion, some or all BTS content may be shared on Coca-Cola-owned digital platforms and/or Regal platforms.
- Each team will be required to add a social-media manager to their team. This person will be responsible for promotion of the films and details will be provided in the program handbook.
- All finalists will be given in-kind access to a Regal theatre in their area. Any filming inside or outside a theatre must be done at a Regal theatre.

THANK YOU