

**CALLING ALL
FILM MAKERS!**

THEME:

**HOW CRYPTO
CAN CHANGE
FILIPINO LIVES.**

DEADLINE: AUGUST 10



SELECTED
ENTRY
WILL
RECEIVE

**100K
PHP**

**100K
LYL**

SHORT
CLIP

MAXIMUM OF
**5:00
MINUTES**

EMAIL ADDRESS: INFO@APPSOLUTELY.PH

LOYALCOIN FILM CONTEST

Capture the blockchain future on film. Join the LoyalCoin Film Contest and interpret the theme “How Cryptocurrency Can Change Filipino Lives” in a short film. Be as creative as possible, choose any format or style you prefer, as long as your film remains true to the theme and showcases LoyalCoin’s innovations.

Get a chance to win **₱100,000 and 100,000 LoyalCoins** if your entry wins the contest. The winning filmmaker will also be commissioned to create future videos for LoyalCoin. In addition, we will select additional winners for three categories: **Funny/Comedic, Lighthearted/Emotional, and Documentary/Feature**. The prizes for the category winners will be disclosed at a future date.

THE RULES:

- This contest runs from July 16 to August 10, 2018.
- This contest is open to all nationalities, regardless if they have LoyalCoins or not.
- Participants may opt to submit their entries individually, as a group, or as a media outfit.
- All video entries must not exceed five (5) minutes. Videos longer than 5 minutes will automatically be disqualified.
- Submissions can be in any style or genre, including but not limited to drama, narrative, comedy, or documentary.
- Each group can only submit one (1) entry.
- Entries must be submitted in standard video formats (avi., mp4., mpeg, etc.)
- All participants are required to submit an email to bounty@appsolutely.ph signifying details of their plans to produce a video for the film contest.
- Participants must submit a copy of the script for their film entry. The script must be written in English or Filipino and sent alongside the video submission.
- Each submission must be original and created entirely by the participant/s, from pre-production to post-production of the video. Submissions must not include any material, including music, that violates any law or the copyright of any third party. Entrants are advised to remove or obscure labels/brand names from any commercial products used in their videos. LoyalCoin may, at its discretion, disqualify any submission it believes incorporates materials without permission from the owners or are not otherwise in the public domain.

- Entries may be in English or Filipino, but text or subtitles must be avoided. Note that adding subtitles will automatically lead to point deductions.
- By submitting an entry, you agree to let LoyalCoin use it for future promotion, marketing, and publication purposes.
- For further inquiries, email us at bounty@appsolutely.ph.

CRITERIA FOR JUDGING:

Creativity	30%
Relevance to Theme	20%
Usage of Brand to Reinforce Theme	20%
Visual Appeal and Technical Execution	20%
Emotional Appeal and Ease of Recall	10%

SUBMISSION OF ENTRIES:

Entries may be courier- or hand-delivered to: **The Study, 4/F, The Study, Podium Mall, ADB Ave. Mandaluyong City**. Properly label your entries with your name/s, contact number/s, the title of the video, and the script. Store your video entries in a flash drive or SD card.

Alternatively, you can send us a link to a downloadable version of your video at bounty@appsolutely.ph. Include important information such as your name/s, contact number/s, the title of the video, and the script in your email.

DEADLINE:

The deadline of submission of video entries and other requirements is on or before **Friday, August 10, 2018**.

SELECTION OF WINNERS:

The winners will be notified through phone call or e-mail by the LoyalCoin Team.