



Fitch & Leedes MOVIE

bokeh

SOUTH AFRICA
INTERNATIONAL
LIFESTYLE AND
FASHION
FILM FESTIVAL



THE WINNING FITCH & LEEDES FASHION FILM TO RECEIVE R75 000 PRIZE MONEY!

In 1583, two intrepid gentleman merchants, sailed from London onboard the Tyger in search of exotic new tastes from India and the East.

THEIR NAMES WERE FITCH & LEEDES!

The voyage Fitch undertook is alluded to by Shakespeare in Macbeth. Leedes later undertook the task of Court Jeweller for the Mughal Emperor of Akbar. Both were jailed on the island of Goa in 1584 and finally escaped to explore India and its exotic flavours. Using wit, charm and a backing track of epic proportions, they went on to bring flavours and delights back to Europe that made Marco Polo seem like a day trader.

Using product placement and your quirky sense of humour, tell us the story of how Fitch & Leedes became the most inspirational mixer in the world! Three Finalist treatments will receive R25 000 each for production of your Fitch & Leedes Fashion Films.

THE RULES

TREATMENT DEADLINE
FINALISTS ANNOUNCED
SUBMISSION DEADLINE
REGION(S)

MAY 28, 2019
JUNE 3, 2019
JULY 3, 2019
RSA ONLY



Key Requirements:

- Please send all treatments and queries to info@bokehfestival.co.za
- 60 Second Edit
- 30 Second Edit
- Must hold all rights to music, cast and locations
- Must include product placement as well as product hero shot and Product logo in closing frames

Additional Client Requirements:

- No dangerous props or weapons.
- No other branded beverages except milk or dairy alternatives.
- Do not show over consumption in anyway. Fitch & Leedes should be a specific serving.
- Do not waste or throw around Fitch & Leedes in the film; the beverage cannot be disrespected in any way.
- No references to pregnancy or medical conditions such as diabetes, high cholesterol, etc.

Visual Examples

- Burberry <https://www.youtube.com/watch?v=6D5IZtDC55c>
- Mr Pollane <https://vimeo.com/149498429>
- Legend of Big John™ https://www.youtube.com/watch?v=pBI_3vyUfdc
- Psycho Denim <https://youtu.be/lpHU6TkqWjs>

Terms of usage: Fitch & Leedes will be allowed to use the films and still images on all media for a year from date of release.



Do you know the difference between good and exceptional?
Fitch & Leedes. We know.