



REBORN INDIA
FILM FESTIVAL

AD - Film Category

AD-Film Competition is a fresh extension of Round-The-Frame, crafted to spotlight sharp, creative storytelling. Whether it's a product, cause, or concept — this platform gives filmmakers, agencies, and brands a chance to showcase their innovative ad ideas and make a bold impact.

What is an AD Film?

An AD Film (short for Advertisement Film) is a short, impactful video created to promote a product, service, brand, place, or idea. These films are typically 30 seconds to 1 minute long and are designed to grab attention quickly, communicate a clear message, and leave a lasting impression on the viewer.

In this category, it's not about how big your budget is — it's about how cleverly, creatively, and effectively you can tell a story that sells or inspires.

Purpose of This Category

The AD Film category is meant to push creators to think like both storytellers and marketers. It blends filmmaking and branding, inviting participants to experiment with format, style, humor, tone, or emotion, all in the service of promoting something with impact.

It encourages you to:

- Develop a strong visual language and brand message
- Practice concise storytelling
- Experiment with tone, style, and creative direction
- Create films that are entertaining yet strategic

Who Can Participate?

This category is open to all — from students and marketing enthusiasts to filmmakers, content creators, advertising professionals, and anyone with a passion for visual storytelling.

- You can participate solo or in a team.
- No prior experience in advertising or filmmaking is required.

What Can Your AD Film Be About?

Your advertisement can focus on:

- A real product (e.g., stationery, sneakers, snacks)
- A service (e.g., tutoring, laundry, online delivery)
- A location (e.g., a city café, bookstore, or tourist destination)
- A cause or concept (e.g., eco-awareness, self-care)
- A fictional or humorous product or brand

There are no boundaries — your ad can be sincere, satirical, emotional, funny, or abstract. What matters is that it sells the idea in a clear, engaging, and creative way.



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www.rebornindiafilm.com



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How to Register

- Visit the Round The Frame official registration portal.
- Choose the AD Film category.
- Fill in your details (either solo or with a teammate).

Why You Should Participate?

- A chance to screen your work at Round The Frame
- Exposure to industry professionals and creative producers
- Enhance your portfolio with a high-impact short
- Practice real-world creative thinking in advertising

Submission Guidelines Summary

- Duration: Above 30s
- File Format: .mp4 or .mov
- Language: Any (please include subtitles if not in English or Hindi)
- Orientation: Portrait or landscape — your creative choice
- Originality: Must be your own idea and execution



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