



The Brief

Founded in the Queensland outback in 1920, **Qantas** has grown to be Australia's largest domestic and international airline and is widely regarded as the world's leading long distance airline and one of the strongest brands in Australia.

Qantas recently launched a major new brand campaign called "*Feels Like Home*," with a two-minute ad featuring five real stories of passengers on their journey home. Now they're inviting you to **create your own films, focused on stories (either real or fictional) around the "Home" theme.**

Your films need to be **inspired by travel** and examples could include films about what makes Australia special as '*home*', what you relate to when you think of home, family life, your family, or your home town if you're living overseas or in another part of Australia, how you've made a home away from home etc. **Be creative!**

Qantas is looking for films between **30 seconds and 2 minutes in length**, created from **all around Australia as well as films from other countries**. Films shot in other countries should relate to Australia in some way to align with Qantas' proud Australian heritage, such as stories of Australian ex-pats missing Australia, making the long journey home, making a home away from home in another city etc.

Videos need to be uploaded by Feb 3 2015, 11:59pm GMT time.

Production Grants & Final Payments

Apply to receive a production grant from a pool of **US\$15,000**. If you've got a great idea and can demonstrate your ability to make great videos through previous work **get your applications in [here](#)**. Individual grants awarded will be between **\$1,000** and **\$2,000** and paid to selected

directors after your video has been uploaded and approved to be published. Grants will be awarded as submissions are received so [view all the details and apply for funding](#).

If you miss out on production grants you can also go straight into making your video. All submitted videos will be judged on their own merit and how well they meet the brief.

Qantas will select **one winning film to receive US\$10,000** and **two runners-up will each receive US\$5,000** (minus any grant funding received).

Music

You can source your own music or go to audionetwork.com, find your track, and email music@genero.tv with the details of the track; we'll send you the mp3 to use within 48 hours.

Please note: Audio Network tracks cannot be used for any other purpose than this Qantas video project on Genero.

If you choose to use other music, **you must provide a release form** from the copyright owner(s) granting Genero, Qantas and their licensees non-exclusive, all media, perpetual rights to use the music (including the sound recording and performances) as part of the clip.

Creative Direction

Your videos need to have the overarching theme of "Home" at their core and be **inspired by travel**. The tone should feel nurturing, warm, familiar, premium and comforting.

Your videos can feature Qantas branding, including Qantas planes, but it isn't mandatory to do so as branded end frames will be added to the selected videos.

You should watch the new "*Feels Like Home*" Qantas ad as your videos will be used to extend this campaign: <https://www.youtube.com/watch?v=16RhgfA662k>

You can also [watch a playlist](#) of Qantas "*Our Australia*" videos as further references to the type of content we're looking for.

If you have any questions to clarify any element of the creative direction or brief, please [ask them here](#).

About Qantas

Qantas was founded in the Queensland outback in 1920 and has grown to be Australia's largest domestic and international airline. Registered originally as the Queensland and Northern Territory Aerial Services Limited (QANTAS), Qantas is widely regarded as the world's leading long distance airline and one of the strongest brands in Australia. The company has built a reputation for excellence in safety, operational reliability, engineering and maintenance, and customer service.

qantas.com.au