

# The Brief

In the last 20 years, the campaign to beat breast cancer has gone from strength to strength, and more women are outliving the disease than ever before. But it's still the most common form of cancer. Thousands die every year, millions of us live with its effects and urgent action is vital.

**Breast Cancer Campaign (BCC)** fund world-class research with the greatest potential to save and improve lives, bringing together the brightest minds to share knowledge and produce better, quicker results. They passionately believe we owe it to every woman affected by breast cancer to explore every avenue to overcome this disease – in our lifetime.

BCC is asking filmmakers to create inspirational and emotional **55 second films about breast cancer** that will move the importance of breast cancer research to the forefront of our audiences mind. They want the films to create a connection in the minds of our audience that by supporting BCC you are funding world-class research to beat cancer.

**Two films will be selected and each filmmaker will receive \$6,000 each.** The films will be used online and potentially on TV to encourage donations to Breast Cancer Campaign.

**Please note that no audio is being provided.** Any music you use should be your own original music, or you must have the license to use the audio commercially (like public domain music, for example). [creativecommons.org](http://creativecommons.org) has some helpful information about commercial licensing music for video. You must include a link to the source of any licensed music when you upload your video. Music used in your films should be subtle but uplifting.

**Deadline for submissions is September 28, 2014, 23:59 [GMT](#) time.**

## Creative Direction

BCC want to see powerful and emotional films that will inspire people to take action. The primary message to viewers will be that by supporting BCC, you support world-class research that saves lives.

End frames (5 seconds) will be added to the selected films that will cover the call to action/donation details, so your films don't need to cover this and should just focus on emotional storytelling.

You should use the following tone of voice in your films:

- Hopeful – focus on the positive, what's possible, how we will overcome breast cancer.

- Human – draw your audience in through the warm, human stories you tell. Use a warm and friendly tone.
- Energetic – get across our enthusiasm and our passion about what we believe we can achieve.

## Breast Cancer Campaign

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**Our Vision: A world where breast cancer is overcome and outlived.**

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BCC vision acknowledges that even though we've come a long way, we still have a long journey ahead of us.

BCC mission is what we're doing today to achieve our vision. To accelerate progress by bringing together the brightest minds and biggest hearts to drive world-class breast cancer research, influence policy and practice, share knowledge and kick-start innovation.

BCC want to be known as the leading research charity. BCC funds world-class research projects in the UK and Ireland that provide the greatest potential to benefit patients. BCC actively encourage collaboration and knowledge-sharing, and help our scientists and clinicians kick-start innovation to make sure progress reaches patients effectively and quickly. They are the only breast cancer charity to work like this.