

Asia's Largest Creative Festival for Students
Mandom Holds GATSBY CREATIVE AWARDS 14th

“6 seconds CM Section” Newly Added in CM Category; Entries Accepted from July 1



*The images above are from the GATSBY CREATIVE AWARDS 13th Final held last year.

Mandom Corporation (head office: Osaka City, President Executive Officer & Director: Motonobu Nishimura, hereinafter referred to as “Mandom”) will hold the GATSBY CREATIVE AWARDS 14th, the largest creative awards in Asia, in 11 Asian countries/regions with the aim of supporting Asian students with their creative activities. Entries in all categories are accepted from Monday, July 1, 2019. This contest provides the young generation with an opportunity to transmit the joy of dressing up and grooming and to display their creativity. Any students in the target areas can join this contest using YouTube, Twitter and Instagram.

◆ Entries are accepted from Monday, July 1, 2019, to Thursday, October 31, 2019

The GATSBY CREATIVE AWARDS 14th consists of the CM Category (TVCM Section, 6 seconds CM Section), the Art Category, the Dance Category, the Music Category and the Photo Category. Finalists of each category will gather at the “GATSBY CREATIVE AWARDS 14th Final” scheduled to be held in Shibuya, Tokyo, on Saturday, February 29, 2020, for the final screening and the awarding ceremony.

Contact

Mandom corp.
Public Relations Div.
mail: press@mandom.com
Please contact us in Japanese or English.

URL: <https://www.mandom.co.jp/en/>



“6 seconds CM Section” was newly added to the CM Category

GATSBY, a cosmetics brand targeting young males, has keenly focused on making impressive TVCMs as part of its brand communication with consumers for many years. Since 2006 Mandom had held the "GATSBY Student CM Awards," the predecessor of the GATSBY CREATIVE AWARDS. Like its predecessor, the "GATSBY Student CM Awards" focused on CM as its main category. This year, the CM Category is divided into two sections: The existing CM Section will be reclassified as “TVCM Section,” and the “6 seconds CM Section” will be newly added with the aim of allowing more young people to enjoy creative images and join this event casually.

■ Selection Schedule

Entries accepted: From Monday, July 1, 2019 to Thursday, October 31, 2019

Primary screening (selected by the secretariat): From Friday, November 1, 2019 to Friday, November 15, 2019

Secondary screening (Internet voting): From Friday, November 22, 2019 to Friday, December 13, 2019

Selection of nominated works: Friday, December 27, 2019

■ Entry Guidelines

[Qualification for entry] *common to all categories

- (1) Students enrolled in any of the following: high school, vocational school, college, university or graduate school (no age limit)
- (2) Those with nationalities of countries/regions in the target area (Cambodia, China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Singapore, Taiwan and Thailand) and are currently living in any of the countries/regions

[Categories that accept entries]

◆ CM Category

CMs created to convey the appeal of GATSBY products, or to present GATSBY's brand image on the theme of “Everyday Excitement”

- TVCM Section
CM videos of up to 15 seconds or 30 seconds
- 6 seconds CM Section
CM videos of 6 seconds

◆ Art Category

Art design works created with the theme of “youth”

◆ Dance Category

Completely original and unreleased dance performance of up to 2 minutes created with a certain theme

◆ Music Category

Completely original songs composed with the theme of “one-and-only song that expresses my value and makes people around smile”

◆ Photo Category

Multiple (3-5) photos taken with the theme of “connection”

[Entry procedure]

(1) Upload a work on a SNS of your choice (Twitter, Facebook, Instagram) or YouTube

(2) Fill out an application form on the official website and send

For details of this event including the entry procedure and the works for entry, check the event’s official website or official SNS.

◆ Official website of the GATSBY CREATIVE AWARDS 14th

<https://award.gatsby.jp/>

◆ Official SNS

Twitter https://twitter.com/gatsby_creative/

Instagram https://www.instagram.com/gatsby_creative/

Facebook <https://ja-jp.facebook.com/award.gatsby.jp/>

■ Hosted by

Hosted by: Mandom Corporation, Planned and produced by: ANOMALY Inc.