

NGT'09

Next Generation Talent

Panasonic
ideas for life

Competition Brief

What is this unique product?

As you'll be able to tell after viewing the films, **this isn't your ordinary TV** - it's the centre of your high definition world! A digital HD TV with freesat HD built-in features over 140 TV and Radio Channels plus HD for free from the BBC and ITV (no monthly bills or subscriptions to pay).

The TV is the hero and the centre of your high definition home as it can connect all the peripheral items in your home; digital cameras, HD camcorders, and the UK's first Blu-ray recorder. So why is the home hub and connectivity so important to Panasonic? It's because we're the only company to offer such a complete HD Hub for home entertainment. **HD Everything** in fact!

The G10 Series is also the first of the NeoPDP range - the **new generation of Panasonic Plasma TV**; featuring newly developed 600HZ picture enhancing technology. To learn more about the NeoPDP concept visit www.panasonic.co.uk/NeoPDP

What is NGT09?

Panasonic's Next Generation Talent competition is back for 2009 but this time around **it's bigger and better!** Following on from the success of the 2008 campaign, where James Fox was voted by the public as winner with his 'Boxes' entry; **NGT09 promises more entries, more competition and more prizes!**

To see last year's winning entry visit www.panasonic.co.uk/NGT and see what standard you're up against in order to be **crowned as the Next Generation Talent for 2009!** And that's not it - if yours is the best entry, then you'll bag yourself a priceless **2 week work experience placement** at one of our top creative agencies plus a 42" Viera with freesat HD TV and other award winning gear!

Most importantly, **your entry could run live on TV** alongside our new Viera campaign - if that doesn't **make your portfolio stand out** then nothing else will.

What's the Background to NGT?

We're looking for the **next generation of creative talent** to put their skills to the test and produce a TV ad to promote the award winning next generation of HD home hub entertainment products from Panasonic.

To further explain the benefits on the unique Viera with freesat HD home hub TV, we've got a number of short films which can be seen on the Panasonic website at www.panasonic.co.uk/NGT



What's the single minded proposition of this product?

The Next Generation TV is here. It's not just a TV; it's an HD Home Entertainment Hub.



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So what's the challenge?

We're challenging you to **create a TV ad**, which promotes the benefits of the G10 Viera with freesat HD Home Hub TV that brings the TV to life in a relevant and engaging way.

We're looking for entries that portray the Viera with freesat HD Home Hub TV in a new, fresh and innovative way while clearly demonstrating its uniqueness - so go and **express yourself!**

Where can I get further info and resources?

For further details on the brief, prizes, background information and to view the gallery of entries visit www.nextgenerationtalent.co.uk



Who will be judging the entries?

All of the entries will be judged by representatives from Panasonic, leading Creative Directors from Panasonic's UK agencies plus top YCN affiliated designers. They will choose a shortlist of 6 final entries and then the public will vote for the winner and runners-up!

What are the requirements?

All entries need to be submitted online at www.nextgenerationtalent.co.uk

The entries need to be in between 30-60 seconds in length and shot in High Definition in order to get the best quality possible. You will need to edit and produce your final film in HD - but for your web submission, please upload a standard definition file with maximum file limit of 30MB as a .mov, .avi or .mpg file.



If you're shortlisted, then we will contact you and request the HD file (.avchd or H.264 file).

The Panasonic Brand Guidelines needs to be followed and these can be found within the Toolbox.

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