

## Brief Help Campaign

### Claim :

The European Commission is launching a participative campaign on tobacco and Europeans.

**We all are concerned with tobacco; Let's react... but above all without taking it too seriously!**  
**Through an off beat, imaginative, funny, exaggerated video/animation/photo, illustrate a European who imagined absurd and easy ways not to start smoking, to stop smoking or to no longer suffer from passive smoking.**

Share with us your most insane ideas and **gain up to 7000 euros!**

### Brief :

#### **Be impacting and creative**

Illustrate the following themes :

- Tobacco prevention: : the ridiculous reasons that make you start smoking
- Tobacco suspension : : imagine all the means to stop smoking.
- Passive smoking : tips and tricks to stop suffering from other's smoking

Do not hesitate to imagine all kinds of situations, burlesques or trash, surprise us: show the smoker - and/or the nonsmokers - in the ridiculous situations in which it they are sometimes actors, illustrate your intoxication by the compulsive smokers, or show that you have "THE method" to stop smoking, not to start, not to be poisoned...

Send to us your videos and photographs!

### Contraintes :

- **The videos must be off beat, imaginative, funny, and exaggerated!!**
- What matters is its impact
- Your video must be less than 45 seconds
- Your video and/or photograph must have texts/dialogues in your source language (subtitled in english if possible)
- Your video should be available in an uncompressed format at the end of the contest
- Your photos should be at least 5 megapixels
- Use images and music that are free of
- No blood, no weapon, no message like "soming kills" ..

### Prizes :

- 1<sup>st</sup> video prize : **4000 euros**
- 1<sup>st</sup> photo prize : **1000 euros**

- **4 prize at 500 euros**, videos and photos alike

**Dates :**

From April 1st to May 24<sup>th</sup>

European call for entries.