

# Be@creative

Powered by ScreenThing 

## Competition

Open to all UK students aged 11–19, the Be @creative competition offers a real-world creative brief and great prizes. The only question is... Have you got the creative talent we're looking for?

### Here's the challenge

To enter the competition, you need to create an original ad campaign that encourages young people to make the right decision and choose to watch official films and TV and support the UK film, TV and video industry.

Choose ONE of these formats to present your ideas:

- Campaign of two/three posters
- Filmed or animated advert of up to thirty seconds

You can work in groups (up to four) or on your own and there are two age categories for entry: 11–14 and 15–19.

As well as showcasing your creative talent, you'll also get the chance to learn more about the film and TV industry – who knows, your future career might start here.

Next steps: read the full brief and supporting resources at  
[www.filmeducation.org/becreative](http://www.filmeducation.org/becreative)

## Prizes

Fantastic prizes include:

- iPads for winners
- £5,000 for the winning entrant's school
- runners-up prizes will also be awarded

**This year, teachers can even win a prize for supporting their students!**

## Closing date for entries: 21 January 2013

Terms and conditions apply; see website for further details

**About ScreenThing:** Be @creative is supported by ScreenThing, a unique programme which takes young people under the skin and behind the scenes of the film and TV industry. ScreenThing ([www.facebook.com/screenthing](http://www.facebook.com/screenthing)) is a one-stop-shop for film and TV fans (and future filmmakers). You can learn about how your favourite films were made, get the inside track on careers in the industry, and take part in weekly competitions. Put simply, ScreenThing brings you closer to the action.

**film education**