

France

A Year of Festivals with Fujifilm France



To promote motion picture film activity, FUJIFILM France S.A.S. (Fujifilm France) partners several film festivals in France. While everybody knows the Cannes International Film Festival (the most famous one), more than 400 other festivals are organized in France each year. Of course, Fujifilm France can't support all these events, but it is present at more than



La Rochelle International Film Festival

25 festivals every year. Clermont-Ferrand (considered to be the most important international short film festival in the world), Paris, Angers, Brive, La Rochelle, Aix-en-Provence, Dijon, and Brest, among others, provide the solution to maintaining a presence throughout the year!

When selecting events, Fujifilm France only supports festivals that are acknowledged and supported by the French government for their cultural activities. Most of these are dedicated to short films, and as Fujifilm France has supported this format for a long time, these actions closely match its promotional strategy.

As the benefits of partnering these events, Fujifilm France is able to meet young directors, filmmakers, and producers and to create real and strong connections with these new and promising professionals. A festival is always a privileged meeting-place, where Fujifilm France can take time to understand the professionals' needs and wants.

Moreover, these actions give Fujifilm France the opportunity to have a presence in all communication support materials developed by the festival, including the catalogues, leaflets, invitations, bags, badges,

kakemono, and other goodies. This permits it to create a very positive Fujifilm image on the one hand in the cinema industry and on the other hand in all the towns visited.

As specific activities, the festival is usually closed by an awards list, and Fujifilm France generally offers free film (especially in negative format) to the short film winner. This provides an outstanding opportunity to help them with their future film projects and of course to show them the benefits of our quality film. Moreover, Fujifilm France organizes a number of events including meetings, dinners, and lunches with professionals, increasing its connections and often helping some projects to be realized – of course using Fujifilm emulsions.

Recently, for its best partnerships, Fujifilm France has developed photograph-based activities. In fact, the link between cinema and photography always exists and these kinds of actions (taking pictures of the films in competition and shooting of the professionals attending the festival) allow Fujifilm to showcase the diversity of its activities. ■



Clermont-Ferrand Short Film Festival

