

Registrations opened for 2009



Opened to agencies and advertisers all around the world, The International Car Advertising Film Festival is a great opportunity to introduce the best movies on the topic of the car. Supported by all professional and national organisms, the festival is now acknowledged at International level. Trophies given every year reward the originality, the creativeness and the imagination of communication agencies, in the very specific field of automotive advertising.

THE FESTIVAL 2009: AN INTERNATIONAL EVENT

Since a couple of years, the Festival has won an international dimension due firstly to its representation in China. Secondly, every year, we have the pleasure to welcome worldwide agencies: Argentina, USA, Brazil, India, South Africa, Thailand, Japan...

This year edition, which will take place **at the end of November 2009**, will continue to develop this international dimension by increasing once more its range of creations.

A JURY MADE UP OF CELEBRITIES AND PROFESSIONALS

The jury is composed of 20 personalities from the world of automobile, advertising, written and audio-visual media and marketing. Each year, the jury is presided by a celebrity, like: **Jean Todt**, CEO of Ferrari (2002), **Pierre Dupasquier**, Director of the Michelin Competition (2004), pilots like **Olivier Panis** (2005), **Bernard Darniche** (2007) and **René Metge** (2008).

The jury of the 2009 edition will be announced at the beginning of September.

LE MARCUS: THE FESTIVAL TROPHY

The **Marcus** is the trophy of the festival and represents an automobile. It has been created by the sculptor **Alain Lantero** and it owes his name to a Roman precursor.

THE GALA EVENING

The International Car Advertising Film Festival 2009 will be closed by an **evening gala at the end of November** and will be introduced by a celebrity of the automobile world. The Awards will be given to the representatives of the winner Agencies and Advertisers. This event, which takes place in Clermont-Ferrand, gathers every year more and more attendance.

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