

## 5<sup>TH</sup> PUBLIC RELATIONS

# FILM FESTIVAL AT VARNA

Advertising agencies of the CMEA countries meet every year at the Public Relations Film Festival in Varna. The festival is open to both the general public and experts alike.

The categories are decided by the heads of advertisement agencies and two months before the festival, a preliminary jury decides whether films submitted meet the entry requirements.

This year, at the 5th Varna Film Festival, the 107 films from 8 countries were grouped in the following three categories:

### — Category I.

Short films with a maximum running time of three minutes on consumer goods for export,

### — Category II.

Films with a maximum running time of 20 minutes advertising services and machines and products that aid investments,

### — Category III.

General public relations films. The Hungarian films, particularly those of director István Sas, were most successful in the first category. 32 films were shown and Hungary carried off the gold medal and 6 diplomas.



A scene from the film called *Touch*, having won the grand prize in the category of short publicity films

Still from the gold-prize-winning two-part film *Derby* directed by István Sas

An impressive moment from the István Sas film *Fashion-Disco* having won a honorary diploma

In the second category Hungarian films won a gold medal and a diploma, and in the third were awarded two diplomas.

The Cup of the Bulgarian Ministry of Foreign Trade was awarded to the Hungarians for help provided in the selection of films and the generally high standard.

For the first time at the festival conference was also held on the varied methods of film making in this field with illustrative films. More than half of the films selected were Hungarian productions.

István Kondor

