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Welcome to the 2024 Pretzel Films Directors Competition!

Since Pretzel's inception in 2004, we've consistently welcomed a new full-time director to our company every year through our apprenticeship program. This initiative nurtures and mentors directorial talent, leading to commercial projects with agencies, award-winning corporate films, and extensive support for their own short film creations.

In 2013, we initiated our annual competition, with over 1,400 entries in 2014. Our mission is to provide emerging talent with guidance and inspiration, offering them the opportunity to work on short-form video projects full-time. This experience grants our academy trainees a comprehensive understanding of the inner workings of a commercial production company and the responsibilities of a working director. We strongly advocate for a young apprenticeship scheme and believe in entrusting the future of our company to the talent we hire, further supported by the expertise of our producers and former academy directors.

The criteria are straightforward: Recent graduates and directors with less than two years of industry experience are invited to submit their best work. A panel comprising experts from the film, media, and our clients' worlds carefully selects a winner. The chosen director is then offered a full-time Director's apprenticeship at Pretzel. Past panelists have included prominent figures such as the A&R director of Sony Music, the executive producer of acclaimed films like *Blood Diamond*, *Munich*, and *300*, the Head of TV from AMV BBDO, and the MD of Leo Burnett Consultancy.

If you're eager to participate in the 2024 edition, kindly submit your entries and a concise biography (50 words max) to talent@pretzelfilms.com.

Our Alumni include:

James Lawes, Jake Dypka (YDA), Giles Ripley, Dean G. Moore, Reuben Dangoor, Johnny Cullen, Jamie Maule-Ffinch, Michael J. Ferns (BAFTA), Stella Macdonald

Good luck!

Pj Bickford
CEO Pretzel Films