



VIDEO COMMERCIAL COMPETITION

2016-17 National Online Competitions

Submission Period: 3/6/17 – 3/17/17

Judging Period: 3/18/17 - 4/7/17

Results Announced: Week of April 17

For the Video Commercial Competition, students will produce a 30 to 60 second video commercial that effectively promotes their VEI business, product(s), and/or service(s). Videos will be judged based on content, how compelling the commercial is, and production quality. Submissions must be appropriate for a school-related event, must be original student work, and must not violate copyright laws or plagiarize existing work.

Submission Criteria

- Video commercials must be between 30 to 60 seconds.
- Content must be appropriate for a school-related event and
- Commercials must be original student work and must not violate copyright laws or plagiarize existing work; example, use of the Nike brand or logo without Nike's permission.
- One entry per firm



Judging Criteria

Video Commercials will be rated on a five-star scale with 1 being the lowest score and 5 being the highest score.

- *Content* - How well is the story or message communicated in the video? Are the product and/or service offering(s) clearly presented? How well are the company's branding elements (company name, logos, colors, slogan, etc.) featured in the commercial?
- *Compelling* - Did this commercial evoke interest or capture your attention? If you were in the target market, would you be motivated to buy the product(s)/service(s) based on this commercial?
- *Production Quality* - How well were the production elements executed such as audio/video quality, editing, and use of multimedia (graphics, titles)?

Rubric

★ ★ ★ ★ ★	Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
★ ★ ★ ★	Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
★ ★ ★	Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
★ ★	Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
★	Well below standards	Major flaws or section missing.