

VIDEO COMMERCIAL GUIDELINES

Task: to make a video commercial for your product or service

Goal: Introduce a product or service to the marketplace.

Time: Length limit of the video is 90 sec.

Form: Upload the video to youtube, make it public for everyone and send the link.

Award: All videos will be evaluated by jury and rewarded by points accordingly.

Criteria

Clear relevance: All information should be relevant to what you are advertising. For example, all submitted advertisement creative fields must represent the same Student Company and be relevant to the promoted product.

Clear content: All information and media in ads should be easily understandable and clearly identify the product, service, or entity you are advertising. Videos must include a name or logo that clearly represents the Student Company, product, or service in the video.

Target audience: Choose an audience for your video. Target your solution to be relevant to them.

Originality: Innovative approach, creativity and smart visual solutions are welcome. Use your imagination to attract the viewers. Establish a tone for your video. If you want to be funny, use witty, clever puns to get your point across, but do not distract viewers from your overall message. Choose appropriate music to help guide your audience into the right mood.

Visual solution: Video should be catchy and memorable. Visualize your advertisement to keep attention of the audience. You can use video, skits, pictures, voice over, music, flip-books – the sky is the limit!

Video quality: All videos used in advertising must meet certain quality standards. Upload your videos to youtube with the best quality you can.

Copyrights: To advertise copyrighted content, you must either own the copyright or be legally authorized to advertise with it.

Shocking content: Content that could be shocking for users is not allowed in any ads. Some examples include obscene language, gruesome imagery, and gore.