



2024-2025

# Radio Commercial Competition



## COMPETITION OVERVIEW

For the Radio Commercial Competition, students will produce a 30 to 60 second radio commercial that effectively promotes their VE business, product(s), and/or service(s). Radio commercials will be judged based on content, how compelling it is, and the quality of production. 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 GUIDELINES

- Radio commercials must be between 30 to 60 seconds, and be submitted as an audio file.
- Content must be appropriate for a school-related event.
- Commercials must be original student work and must not violate copyright laws or plagiarize existing work; *example: use of a musical jingle or song without the artist's permission.*
- Proper citations should be included.
- One entry per firm.

### CAREER READINESS FRAMEWORK ALIGNMENT

#### Leadership:

- Motivates others to act
- Demonstrates well-rounded perspective and unique style

#### Professional:

- Communicates effectively
- Solves problems creatively
- Embraces diversity

#### Functional:

- Demonstrates industry/function-specific skills

#### Technology:

- Department/function-specific technology

## JUDGING CRITERIA

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement. The *Task Alignment* identifies the associated curriculum tasks for each section.

ELEMENT	JUDGING CRITERIA
Content	<i>How well is the story or message communicated in the commercial? Are the product and/or service offering(s) clearly and/or appropriately presented?</i>
Branding	<i>How well are the company's branding elements (company name, slogan, etc.) featured in the commercial?</i>
Compelling	<i>How well 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?</i>
Production Quality	<i>How well were the production elements executed such as audio quality, editing, and use of music or other sound effects?</i>

## SCORING KEY

<b>5 stars</b> Well above standards	Excellent execution and free of errors: includes ALL essential components, content and/or strategies are clear, comprehensive, thoughtful, and very well-researched and/or developed.
<b>4 stars</b> Above standards	Well executed: includes ALL essential components, content and/or strategies are evident and well-researched and/or developed.
<b>3 stars</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 stars</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 star</b> Well below standards	Major flaws and/or essential components missing.

For sample submissions, visit: [veinternational.org/competition-samples](https://veinternational.org/competition-samples).

Go to [competitions.veinternational.org](https://competitions.veinternational.org) to participate and judge. Find results at [veinternational.org/competition-results](https://veinternational.org/competition-results).