



2024-2025

Video Commercial Competition



COMPETITION OVERVIEW

A video advertisement is a short video (usually 30 to 60 seconds) designed to attract potential customers. An effective video commercial will grab attention, garner interest, and get people excited about the company. The competition challenges VE students to produce a 30 to 60-second video commercial that effectively promotes their business and product/service offerings.

SUBMISSION GUIDELINES

Each firm must record a 30-to 60-second video commercial promoting the business and/or product(s)/services(s) to attract potential customers. Submissions must be appropriate for a school-related event, must be original student work, and must not violate copyright laws or plagiarize existing work. (For example, use of the Nike brand or logo without Nike's permission).

- Acceptable file types: mov, mpeg4, mp4, webm, m4v
- Maximum file size: 1GB
- One entry per firm
- Citations must be included, as applicable.

TASK ALIGNMENT

HS

MRK Task 12 - Create Promotional Campaigns through Social Media, Content Marketing, Direct Mail, and Email

VE-JV

Graphic Design Task 11 - Create a Commercial

CAREER READINESS FRAMEWORK ALIGNMENT

Leadership:

- Demonstrates intrapreneurship
- Motivates others to act
- Operates with purpose

Professional:

- Communicates effectively
- Embraces diversity

Functional:

- Uses design thinking to solve problems
- Communicates through storytelling

Technology

- Uses industry/function-specific technology
- Applies appropriate technology to task

JUDGING CRITERIA

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars.

| Content - How well is the story or message communicated in the video? Are the product and/or service offering(s) clearly and/or appropriately presented? | | | | |
|--|--|--|--|---|
| ★ | ★★ | ★★★ | ★★★★ | ★★★★★ |
| Video does not communicate a story/message about the firm's products and/or services. Applicable citations are missing. | Video somewhat communicates a story/message about the firm's products and/or services. Applicable citations are incomplete. | Video communicates a story/message explicating the firm's products and/or services. Citations are included, as applicable. | Video seamlessly communicates a story/message explicating the firm's products and/or services. Citations are included, as applicable. | Video seamlessly communicates a story/message clearly explicating the firm's products and/or services. Citations are included, as applicable. |
| Branding - How well are the company's branding elements (company name, logos, colors, slogan, etc.) featured in the commercial? | | | | |
| ★ | ★★ | ★★★ | ★★★★ | ★★★★★ |
| Branding is incohesive or not evident. | Branding is somewhat incohesive and/or underutilized | Branding is cohesive and evident throughout most of the commercial. | Branding is very cohesive and prominent throughout the entire commercial. | Branding is extremely cohesive and prominent throughout the entire commercial. |
| Compelling - 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? | | | | |

For sample submissions, visit: veinternational.org/competition-samples.

Go to competitions.veinternational.org to participate and judge. Find results at veinternational.org/competition-results.

| ★ | ★★ | ★★★ | ★★★★ | ★★★★★ |
|---|--|--|--|--|
| Does not draw in the attention of the audience and causes disinterest. | Somewhat enticing, but fails to keep the audience's attention. | Draws the attention and interest of the audience. | Enticing , draws the attention and interest of the audience, and compels them to act. | Extremely enticing from beginning to end , draws and keeps the attention and interest of the audience, and compels them to act. |
| Production Quality - <i>How well were the production elements executed?</i> (i.e. audio/video quality, editing, use of multimedia such as graphics or titles, etc.) | | | | |
| ★ | ★★ | ★★★ | ★★★★ | ★★★★★ |
| Production is not well-executed or cohesive. | Production is somewhat well-executed and somewhat cohesive. | Production is well-executed, free of most errors, and cohesive. | Production is very well-executed, free of errors, and highly cohesive. | Production is exceedingly well-executed, free of errors, and highly cohesive. |
| Audio/Video Quality - <i>How well was the audio/video produced?</i> | | | | |
| ★ | ★★ | ★★★ | ★★★★ | ★★★★★ |
| The audio and video components are of low quality, with significant technical issues , such as distorted sound, pixelated or blurry visuals, and frequent disruptions. | The audio and video components have some noticeable issues , including occasional distortion, subpar resolution, and intermittent disruptions. | The audio and video components are generally satisfactory, with only minor flaws or occasional glitches that do not significantly affect the overall experience. | The audio and video quality is of high resolution, with clear sound, sharp visuals, and minimal disruptions or technical issues. | The audio and video quality is exceptional , providing a superior viewing and listening experience. The sound is crystal clear , the visuals are high-definition , and there are no noticeable issues or disruptions. |
| Editing Quality - <i>How well was the commercial edited?</i> | | | | |
| ★ | ★★ | ★★★ | ★★★★ | ★★★★★ |
| Editing is poorly executed, resulting in incoherent visuals and audio. There are noticeable errors , lack of synchronization, and overall low quality. | Editing has some noticeable issues, such as occasional inconsistencies , subpar transitions, and minor synchronization problems between the video and audio elements. | Editing is generally satisfactory, with minor flaws that do not significantly impact the overall coherence, and synchronization between the video and audio elements. | Editing enhances the quality of the video and audio elements. Transitions run smoothly with proper synchronization. | Editing greatly enhances the quality of the video and audio elements. Transitions are seamless with flawless synchronization. |
| Media/Graphics or Titles - <i>How well were the graphics and/or titles incorporated into the commercial?</i> | | | | |
| ★ | ★★ | ★★★ | ★★★★ | ★★★★★ |

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| The graphics or titles are poorly integrated into the commercial and fail to capture the audience's interest towards the product/service. | The graphics or titles have some noticeable issues in their integration, resulting in limited interest from the audience towards the product/service. | The graphics or titles are reasonably integrated into the commercial and generate a moderate level of interest from the audience towards the product/service. | The graphics or titles are well -incorporated into the commercial, effectively capturing the audience's interest towards the product/service. | The graphics or titles are seamlessly incorporated into the commercial, garnering significant interest from the audience towards the product/service. |
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