



National Video Commercial Competition

Competition Overview & Guidelines

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.

CONTENT REQUIREMENTS

- **Content Information:** Information about the company, product, and/or service are clearly explained; name, contact information, and website are shared.
- **Branding:** Company name, logo, slogans, and color schemes are clearly identifiable.
- **Compelling Message:** Communication is effective, and there is a call to action.

FORMATTING ELEMENTS

- **30-60 second** presentation
- Production elements such as audio quality, editing, and use of music or other sound effects align with the brand and message of the video commercial.

SUBMISSION GUIDELINES

- 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
- All submissions due by 10:55 PM ET

PENALTY POINTS *(10-second grace period before 1st penalty applied)*

- Up to 30 seconds over: 1 point
- 31 to 60 seconds over: 2 points
- 61 seconds up to 2 minutes over: 5 points
- More than 2 minutes over: 10 points

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

TASK ALIGNMENT

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

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

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

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VIDEO COMMERCIAL SCORING GUIDE

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. Scores with 0.5 increments are encouraged.

ELEMENT	★	★★	★★★	★★★★	★★★★★
Content <i>How well is the story or message communicated? Are product/service offerings clearly presented?</i>	No clear message or story about the firm's products/services. Citations are missing.	Message is attempted but lacks clarity or connection to the firm's offerings. Citations are incomplete or weak.	Message is clear and communicates the firm's products/services effectively. Citations are appropriately included.	Message is clear, logical, and engaging . Firm's products/services are thoroughly explained. Citations support content appropriately.	Message is purposeful, impactful, and professionally delivered . Product/service is seamlessly integrated. Citations are complete and well-applied.
Branding <i>How well are branding elements featured (name, logo, slogan, colors, etc.)?</i>	Branding elements are missing or inconsistent . No clear identity is established.	Branding is present but used inconsistently or lacks alignment with company identity.	Branding is visible and consistent across most of the commercial. Supports the company identity.	Branding is strong, consistent, and effectively reinforces the company image throughout the entire commercial.	Branding is expertly integrated across all elements . Every design choice strengthens the company's identity and message.
Compelling Appeal <i>How well does the commercial capture attention and motivate the audience?</i>	Fails to engage the audience; lacks appeal and purpose.	Gains minimal attention but struggles to maintain audience interest or connection to product.	Engages the audience and creates interest in the product/service.	Sustains attention and encourages audience to act or learn more. Clearly targeted to audience needs or desires.	Fully captivates the audience from start to finish. Emotionally or logically persuades the target market to take action.
Production Quality <i>How well do all production elements (audio, video, graphics, etc.) work together?</i>	Production is disjointed and distracting . Elements conflict or fail to work as a whole.	Some elements work together , but inconsistencies in transitions, timing, or quality affect flow.	Elements are cohesive and functional. Errors are minor and do not detract from the viewing experience.	Production elements work together smoothly and professionally. Transitions and timing are well-managed.	All production elements are polished, synchronized , and seamlessly integrated, resulting in a high-quality presentation.
Audio/Video Quality <i>How well was the audio and video produced?</i>	Sound and visuals are poor . Distortion, pixelation, or major disruptions hinder understanding.	Noticeable issues with clarity or resolution. Disruptions or distractions affect viewing experience.	Audio and video are clear and functional with only minor flaws. Overall quality supports the message.	High-quality sound and visuals . Clarity and resolution enhance the overall delivery of the message.	Crystal-clear audio and high-definition visuals . No disruptions. Production quality elevates viewer experience.

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Graphics/Titles <i>How well were visuals like graphics and titles integrated?</i>	Graphics or titles are poorly placed, irrelevant , or unprofessional. Distracts from content.	Graphics/titles are minimally effective or inconsistently applied. Limited impact on viewer engagement.	Graphics/titles are relevant and functional . Contribute to content without distracting.	Graphics/titles are thoughtfully placed and contribute meaningfully to message and viewer interest.	Graphics/titles are expertly designed and integrated . They enhance the commercial's message and strongly engage the audience.

AI USAGE POLICY

Virtual Enterprises (VE) acknowledges the growing prevalence of AI in today's academic and professional environment and its potential for facilitating various tasks. As an organization that prepares students for the future of work, we are mirroring industry leaders, and our stance is to embrace the potential of AI.

Where AI is used, schools must disclose its use and appropriately cite all sources, including AI-generated content or suggestions. AI should augment the learning experience, not replace intellectual work in the classroom and competitive event submissions.

Please note that the AI policy of schools and districts will supersede VE's Ethical Use of AI policy.

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