



VIDEO COMMERCIAL OVERVIEW

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
- 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

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

Core Technology:

- Department/function-specific technology

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 and/or appropriately presented? How well are the company’s branding elements (company name, logos, colors, slogan, etc.) featured in the 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?
Production Quality	How well were the production elements executed such as audio/video quality, editing, and use of multimedia (graphics, titles)?

Rubric

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