



Promotion/Commercial/PSA (less than 60 seconds)

The **Promotion/Commercial/PSA** contest focuses on creating a short, impactful video that promotes a product, event, service, or public service announcement (PSA). This type of video should effectively communicate a message in under 60 seconds while using strong visuals, clear messaging, and creativity to engage the audience. The challenge lies in delivering the message concisely yet persuasively.

Key Elements of Promotion/Commercial/PSA (less than 60 seconds):

1. **Clear, Focused Message:**

- The most important element of this contest is **clarity of message**. Since the video is limited to 60 seconds, the content must be focused on a single, clear message that is easy for the audience to understand. Whether it's promoting a school event, a product, or delivering a public service message, the video should have a clear and specific purpose.
- Example: For a PSA about recycling, the message could be, "Recycle to save the planet—every action counts."

2. **Concise Script and Dialogue:**

- With such a short time limit, the **script** must be concise and to the point. Every word should add value to the message. Unnecessary dialogue or filler words should be avoided to ensure the content flows smoothly and communicates the message within the 60-second timeframe.
- Example: A commercial for a school fundraiser might use lines like, "Join us this Friday for the Bellville High School bake sale—support your school, enjoy delicious treats!"

3. **Visual Impact:**

- Since there is limited time, the **visuals** must be compelling and help tell the story quickly. The visuals should complement the message being conveyed and grab the audience's attention immediately. Strong, eye-catching visuals can make the promotion or PSA more memorable and engaging.
- Example: A PSA on water conservation could show visuals of running water, then a cut to someone turning off the faucet to save water, reinforcing the message visually.

4. **Call to Action (CTA):**

- A **call to action** is essential for a promotion, commercial, or PSA. This is the part of the video where the audience is encouraged to take a specific action, whether it's attending an event, purchasing a product, or following a piece of advice.
- The CTA should be simple and actionable, clearly stating what the viewer should do next. It can be spoken, displayed as text on screen, or both.
- Example: "Get your tickets now!" for an event, or "Visit our website to learn more" for an informative PSA.

5. **Engaging and Memorable Content:**



- The content should be **engaging and memorable**, ensuring that viewers retain the message after watching. Humor, emotion, or creativity can help make the promotion or PSA more effective and leave a lasting impression.
 - Example: A humorous commercial for a school play might feature students in costume, humorously acting out scenes from the play to attract attention and encourage ticket sales.
6. **Effective Use of Time:**
- Every second counts in a video that's under 60 seconds. The pacing should be tight, with no wasted moments. The video should deliver its message efficiently, without dragging or rushing. The structure should follow a clear beginning, middle, and end, with the final seconds often reserved for the CTA or conclusion.
 - Example: In a PSA about health, the video might start with an issue (e.g., the dangers of not exercising), build toward a solution (e.g., taking small steps to exercise more), and end with a CTA (e.g., "Start your fitness journey today!").
7. **Tone and Style Appropriate to the Message:**
- The **tone and style** of the video should match the message. For example, a PSA on safety should have a more serious and formal tone, while a promotion for a school spirit event might be more upbeat and fun. The tone should resonate with the target audience and enhance the message.
 - Example: A commercial for a sports event might use fast-paced music and action shots to convey excitement, while a PSA about mental health might have a calm, supportive tone.
8. **Creative Use of Music and Sound:**
- **Music and sound effects** can greatly enhance the effectiveness of a short video, helping to set the tone and pace. Music should match the overall mood and message of the video without overpowering the narration or dialogue. If sound effects are used, they should be subtle and relevant to the content.
 - Example: A promotion for a school dance might use upbeat, energetic music to create excitement, while a PSA on road safety could use sound effects like traffic sounds to reinforce the message.
9. **Visual and Text Integration:**
- The use of **text overlays** or titles can reinforce the message, particularly for the CTA. Text should be clear, large enough to read quickly, and placed within the safe title area of the screen. Text can highlight key points, such as the date of an event or contact information for a service.
 - Example: "March 10 – 7 PM – School Auditorium" displayed at the end of a commercial for a school play, ensuring the audience knows when and where the event is taking place.
10. **Pacing and Flow:**
- The video should have a **natural flow**, with each scene or visual transitioning smoothly into the next. Pacing is crucial to ensure that the message doesn't feel rushed or incomplete, but also that it fits within the time limit. Transitions between scenes should be smooth, and the message should unfold logically.
 - Example: In a PSA about reducing waste, the pacing might start slow with images of excessive trash and gradually build to positive actions people can take, concluding with a hopeful tone.



11. Technical Quality:

- The **technical quality** of the video is important for ensuring that the message is communicated clearly. The visuals should be sharp, well-lit, and in focus. Audio should be clear, with no background noise or distractions. The editing should be smooth, without awkward cuts or transitions.
- Example: If the video includes interviews or spoken dialogue, make sure that the audio is clean and easy to understand, and that the visuals are framed and lit professionally.

Criteria for Judging:

- **Clarity of Message:** How well the video communicates a clear and focused message within the 60-second time limit.
- **Creativity and Engagement:** The use of creative techniques to make the video engaging, memorable, and impactful.
- **Call to Action:** How effectively the video encourages the audience to take action (attend an event, follow advice, etc.).
- **Visual and Audio Quality:** The technical execution, including the quality of the visuals, sound, and overall production.
- **Use of Time:** Efficient use of the 60-second limit, ensuring the message is delivered without feeling rushed or incomplete.
- **Pacing and Flow:** Smooth transitions and a natural flow from one part of the video to the next.
- **Appropriateness of Tone:** The suitability of the tone and style for the message and target audience.

In summary, the **Promotion/Commercial/PSA (less than 60 seconds)** contest challenges students to create a short, impactful video that communicates a clear message. It requires a balance of creativity, technical execution, and concise communication, all while engaging the audience and delivering a strong call to action.