

AGTV Werbespot Competition 2016 for Secondary Students of German from AGTV Member Schools

Design Brief

Individual or group (max 4) entries accepted from secondary students of German

Imagine you or your group work for an advertising company. A client has asked you to produce a creative video advertisement to be used in a campaign to promote an innovation to a service or product for young people, for example, a new brand of chocolate or other food or drink, an innovation to a bike, a new App for a device, a service to support homework etc.

Prizes: AGTV Werbespot Trophies, vouchers and more. Every participant receives a certificate.

Scope of Task

- Give your company a name to write on your Entry Form
- Decide which product, service or innovation to promote and decide on an appealing name
- Choose an appropriate **slogan in German** to capture the attention of the audience
- Work out a story board for the video clip for your own use
- Language used must be **mostly German**, some English acceptable
- Film the clip, which must be **between 10 and 40 seconds**, preferably saved as an **MP4** file
- The video clip may be a filmed sequence, a screencast, animation etc or combination
- **NB:** Any student appearing on screen must be with permission of parents/carers
- The advertisement could be serious and/or funny – but not offensive
- Content* of the clip must be suitable to be screened in public forums to all ages

*It is the responsibility of the students and the school to honour copyright of third parties.

Criteria for Judging

- Covered all elements of the design brief
- Cohesive screenplay
- Clarity and accuracy of spoken and/or written texts
- Technical production
- Creative appeal

Deadline for Entries: Friday 26th August 2016

Information for Teachers

Teachers must register the school's participation online.

Student Entry Forms, Permission Forms and School Entry Forms can be downloaded from the AGTV Website under 'Noticeboard'.

NB: The AGTV reserves the right to screen clips at events and upload to AGTV websites.

View Werbespots from the inaugural Werbespot Competition in 2015 in response to the theme 'Choose German'.

- **AGTV album on VIMEO:** <https://vimeo.com/album/3768557>