



AGTV Werbespot Competition 2017

for

Secondary Students of German from AGTV Member Schools

Individual or group (max 4) entries accepted

Design Brief

Scenario: Deutsche Welle (DW) are planning a new section on their website called: *(Un)bekannte Erfindungen aus dem deutschsprachigen Raum*. They have invited cities and towns to submit promotional videos about an invention with some association to their city or town e.g. the invention may have been invented or produced there or the inventor could be born there. The best videos will be featured on the DW website.

Task: You or your group (max 4) work for an advertising company. Your client is a city or town which is very proud of an invention and has asked you to produce a short video to highlight the benefits or value of this invention in a way to persuade Deutsche Welle to upload your video to their website. Produce a promotional video **between 15 and 40 seconds**, preferably saved as an **MP4** file

Scope of Task:

- Choose a name for your advertising company.
 - Research potential inventions and choose one to promote for this task.
 - Consider the 'Criteria for Judging' (below) and work out a story board for the video.
 - The video may be a screencast, animation, a filmed sequence, etc. or combination.
- NB:** Any student appearing on screen must be with permission of parents/carers.
- The video could be serious and/or funny – but not offensive.
 - Language used must be **mostly German**, some English is acceptable.
 - Include a **slogan in German** to **connect** the invention in some way **to the city or town**.
 - The content* of the video must be suitable to be screened in public forums to all ages.

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

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

Criteria for Judging the Video

- Reflects the scenario and covers all elements of the task incl. use of a slogan
- Cohesive screenplay
- Clarity and accuracy of text (spoken or written)
- Technical production
- Persuasive appeal

Deadline for Entries: Friday, 1st September 2017

Information for Teachers

Teachers register the school's participation online. All forms - 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 entries from previous *Werbespot* Competitions: **AGTV album on VIMEO:** <https://vimeo.com/album/3768557>