

**AGTV Werbespot Competition 2018**  
**Individual or group (max 4) entries from**  
**Years 5 to 12 Students of German from AGTV Member Schools**

**Design Brief**

**Treibt Sport!**

**Background:** There are around 91,000 sporting clubs in Germany alone. The range of sports vary from well-known to not so well-known sports in German-speaking countries in Europe e.g. *Fußball* to *Eisstockschießen* and *Tanzsport*. The climate, local terrain and culture can impact on the types of sports played in different regions e.g. *klettern*, *surfen* (not what you might think), *Armbrustschützen*.

**Task:** Clubs are always looking for new members. As part of a campaign to increase membership of a specific club, your advertising company has been asked to produce a 15 to 40 second promotional video to attract new members to the club under the banner: *Treibt Sport!*

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

**Scope of Task:**

- **Research the types of sports played in German-speaking Europe** (e.g. D-A-CH-L-Südtirol).
- Think of a **slogan in German** for your sport and **invent contact details** (e.g. address, website) for those interested in finding out more, **both to appear on screen at the end of the video**.
- **Consider the benefits of the sport** and what might attract people to it to work out a **story board** to plan the content and visuals of your video.
- Language used must be **mostly German**, some English is acceptable.
- Produce a video **between 15 and 40 seconds**, saved as an **MP4** file. The advertisement could be serious and/or funny but not offensive. The **content\*** of the video must be **suitable to be screened to the general public**. The video\* may be a screencast, animation, a filmed sequence etc. or combination. **NB:** Students may only appear on screen with **parent/carer permission**.

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

- **Choose a name** for your advertising company to write on your **Entry Form**.

**Criteria for Judging**

- Covered all elements of the incl. a slogan for the specific sport
- Cohesive screenplay and persuasive appeal
- Clarity and accuracy of text (spoken or written)
- Technical production

**Deadline for Entries:** **Friday, 31<sup>st</sup> August 2018** or earlier to: [agtvwerbespot@gmail.com](mailto:agtvwerbespot@gmail.com)

**Information for Teachers**

Teachers **register the school's participation online**. All forms - Student Entry Forms, Permission Forms and School Entry Forms – will be available to download from the AGTV Website under 'Noticeboard'.

Only teachers can submit entries. **Please preview entries to approve content** prior to sending a **maximum of 4 entries per school**, along with the **school entry** and **individual/group entry form/s**.

**NB:** The AGTV reserves the right to screen selected videos at events and upload to AGTV websites.

View entries from previous Werbespot Competitions: **AGTV album on VIMEO:** <https://vimeo.com/album/3768557>