

Video PSAs and Commercial Spots

Description

Gold, Silver, and Bronze awards may be given for innovative public service announcement and/or commercial spot videos, DVDs, films, and non-interactive CDs. Entries must have been produced specifically for your institution and not for, or in conjunction with, other associations or groups. Half-time and other institutional spots that are longer than 60 seconds should be entered in Video General Information Features.

Subcategories

- a. Traditional video, DVD, CD or film
- b. Non-interactive features that use Flash

Judging Criteria

The judges specifically will look for:

- How objectives met your institutional mission;
- Creative ideas;
- Program's content, scripting, photography, soundtrack, and editing;
- Understanding of the target audience(s);
- Institution's mission and how well it is communicated;
- Budget and creative use of available resources; and
- Results.

Entry Instructions

Do not enter your entry in more than one electronic media category. If entries have a multiple purpose, choose the category that best fits.

1. Upload to the awards website your video file or provide a link to the video online.
2. Label your entry with its title, format, and length.
3. Submit completed entry form online to CASE.