



Discover the Sequoias! Come Play in Tulare County!

Advertisement

30-seconds maximum

Scoring Guide

Produce a 30-second spot that promotes Tulare County as a travel destination. Entice viewers to experience the wonders of the famous Giant Sequoia Trees, scenic mountain trails, numerous parks, museums, shopping, dining, and cultural events. Include the Official Tulare County Tourism website (www.DiscoverTheSequoias.com), the official slogan “**Discover the Sequoias! Come Play in Tulare County!**”

Points Possible	Criteria
20	The ad meets the time limit requirement: 30-seconds exactly
20	The ad MUST include: <ul style="list-style-type: none"> Tulare County tourism website (www.Discoverthesequoias.com) Tulare County Film Commission logo Slogan: “Discover the Sequoias! Come Play in Tulare County!”
20	The ad is technically well executed (focus, exposure, audio, composition, graphics)
15	The ad demonstrates an understanding of persuasive techniques (e.g.; band-wagon, testimonial, emotional appeal, irony, repetition).
10	General audio quality is balanced throughout the film
15	The ad is developed with attention to continuity, pacing, and transition