

GENERAL ADVERTISEMENT

Create an advertisement for a local business or public service. Ads should be the product of a collaboration between the students and business owner. Ads should be sensitive to the purpose and targeted to a specific demographic. Be sure to include information as applicable to the business (i.e., location, hours, etc.) Ads should engage the viewer and promote the local business positively.

Maximum Length: 30-seconds

Key Criteria Elements Covered:

- Target demographic engagement.
- Clear call-to-action & positive brand promotion.
- Commercial video quality and pacing.

Category: General Advertisement (Max 100 Points)

Length: 30 Seconds Max | **Focus:** Commercial engagement, demographic targeting, branding details, collaboration, micro-pacing.

Criteria	Points	Scoring Focus & Key Indicators
Marketing Effectiveness & Pitch	0 – 25	• Clearly identifies the local business, service, product, or cause. • Communicates value proposition, key features, or consumer benefit. • Successfully appeals to a specific target audience demographic.
Hook & Commercial Structure	0 – 20	• Captivates the viewer instantly (critical for 30-second broadcast format). • Well-balanced narrative arc: Hook → Benefit → Call to Action / Info. • Seamless execution with no wasted frames or rushed voiceover work.
Visual Quality & Product Framing	0 – 20	• Clean, attractive shot framing highlighting the product, location, or service. • Professional camera work, crisp lighting, and dynamic camera angles. • Effective inclusion of text graphics (pricing, address, website, store hours).
Audio & Voiceover Execution	0 – 20	• Crisp, energetic voiceover or on-camera spokesperson delivery.

Criteria	Points	Scoring Focus & Key Indicators
		• Background music complements the brand identity without drowning voiceover. • Professional audio mastering and tight edit points.
Branding Integrity & Copyright	0 – 15	• Positively promotes the entity in a respectful, creative manner. • Original or legally licensed background music and graphics. • Includes clean call-to-action branding (logos, taglines, contact info).