

AGTV Werbespot Competition 2024 Primary (Years 5 and 6) and Secondary (Years 7 to 10)

This competition is open to students learning German in AGTV members.

Design Brief: Nachhaltige Geschenke

Scenario: You are a subcommittee member of a local environmental group committed to a sustainable future. Your role is to contribute content for an Instagram account called *Nachhaltige Geschenke* based around the 5Rs of Refuse, Reduce, Reuse, Repurpose, Recycle (incl. upcycle and downcycle) to encourage people to consider sustainable options when giving presents.

- <https://ecoyou.de/rs-der-nachhaltigkeit/> - <https://www.cleanup.org.au/the5rs>

Task: Produce a **20 to 60 second promotional video clip** to promote an idea for an eco-friendly birthday present related to one or more of the 5Rs e.g. repurposing/upcycling an everyday object usually thrown away. The video clip **must include** the slogan: **Gemeinsam für eine nachhaltige Zukunft**. Some ideas to start you thinking:

- <https://www.nachhaltigleben.ch/freizeit/nachhaltige-geschenke-22-ideen-fuer-sinnvolle-geschenke-4692>

Scope of Task:

1. **Choose a name** for your advertising company to write on your Entry Form.
2. **Decide** on a **target audience** and an **idea** and **write a script in German**.
3. **Include the slogan 'Gemeinsam für eine nachhaltige Zukunft'** either spoken or in writing.
4. **Work out a story board** to plan the content and visuals of your video.
 - Language used must be (mostly) **German**, some English is acceptable.
5. **Produce a video between 20 and 60 seconds**, saved as an **MP4** file.
 - The video may be a screencast, animation, a filmed sequence etc. or combination.
 - Any student appearing on screen must be with permission of parents/carers.
 - 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**.

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

Prizes: AGTV Werbespot Trophies and small prizes. Participation Certificates forwarded to schools.

Criteria for Judging

- Covered all required elements incl. using the slogan and length of video
- Cohesive screenplay (it makes sense)
- Persuasive appeal
- Clarity and accuracy of text (spoken or written)
- Technical production

Entries accepted anytime until: Saturday 21 September 2024.

Send MP4 file/s or link to a cloud service to download the clip to: agtvwerbespot@gmail.com

Important information for Teachers

Teachers register the school's participation online: REGISTRATION LINK AVAILABLE SOON

All Student Entry Forms, Permission Forms and School Entry Forms will be available to download from <https://aogtovi.wildapricot.org/Competitions-for-Students>.

Schools select a maximum of 4 entries per school. Teachers submit the entries and entry forms.

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

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