



BBB AKRON **STUDENT VIDEO CONTEST**

Are you a high school student in the local area looking for a chance to showcase your creativity and win awesome prizes? **Look no further!** The Better Business Bureau of Akron is thrilled to announce our Student Video Contest exclusively for students in Ashland, Medina, Portage, Richland, Summit and Wayne Counties.

Since 1920, BBB Akron has been the go-to authority on trust in the marketplace. Now, we're inviting YOU to be a part of our mission by participating in our Student Video Contest.

This is not just a competition; it's an opportunity to work with a trusted brand and hone your skills in advertising, audio/video technology, graphic design and storytelling with a purpose.

Don't miss out on your chance to shine and make a difference.

Gather your team, unleash your creativity and show us what you've got!



INSPIRING ETHICAL CHAMPIONS OF TOMORROW



2024/2025 BBB AKRON STUDENT VIDEO CONTEST

The BBB Student Video Contest encourages eligible students to engage and collaborate on topics of **trust** and **ethics**. Students should see this as an opportunity to work with a trusted brand and acquire practical skills in advertising, audio/video technology, graphic design, and storytelling with a purpose.

WHO IS ELIGIBLE?

The BBB Student Video Contest is open to schools with students in **grades 9-12** throughout the following counties: **Ashland, Medina, Portage, Richland, Summit and Wayne**.

BBB Akron sponsors this valuable experience for Ohio's youth because we believe that to have trustworthy businesses tomorrow, we must encourage strong character in our youth today.

HOW DO I GET STARTED?

Students are encouraged to work together, in teams, with guidance from parents and teachers, to create a 30-60 second video that tells a story about one of the following:

- BBB's Standards for Trust
- The importance of the BBB mission today and in the future
- What does it mean to be a BBB Accredited Business
 - Do you know a BBB Accredited Business?
 - Find out why they became BBB Accredited
- BBB Services such as:
 - Get a Quote Program
 - ScamTracker
 - Finding a Trustworthy Business
 - Filing a Complaint
 - Submitting a Review

Register your team and download contest resources for free at: [BBB.org/local/0272/loi](https://www.bbb.org/local/0272/loi)

STUDENT CASH AWARDS

First Place: \$2,500

Second Place: \$1,500

Third Place: \$1,000

Prizes will be distributed equally amongst all team members.

QUESTIONS?

Contact **Kimberly Ickes, Senior Director of Administration** at kickes@akronbbb.org or **330-564-2483** for help on how to get started.



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2024/2025 BBB AKRON STUDENT VIDEO CONTEST RULES, GUIDELINES & TIPS

In order to qualify for judging, your submission must adhere to the following rules and specification guidelines. All entries become the property of Better Business Bureau. Entries may be used in future promotions, events or marketing campaigns. **Entries must be submitted by March 14, 2025 (11:59 PM.)**

TEAM RULES

- ✓ Team members **MUST** attend the same high school, but may be in different grades.
- ✓ Students may only register for one team.
- ✓ Only one video per team may be submitted.
- ✓ Each team must have one team leader. The team leader is responsible for gathering the **REQUIRED** Release Forms from **EACH** team member, registering the team and submitting the final video.

VIDEO RULES

- ✓ Videos must be new and original work.
- ✓ Videos containing any nudity, profanity, explicit violence, drug use or reference to drug use are grounds for immediate rejection.
- ✓ Videos should not include any copyrighted materials of any kind, including music, images or logos (with the exception of the BBB logo.)
- ✓ Anyone who appears on camera, including parents/guardians/teachers must sign and submit the Release Form.

VIDEO GUIDELINES

- ✓ Entries must be 30-60 seconds in length.
- ✓ All video entries should begin with an introduction that includes your group name and school name. The introduction is not included in the 30-60 second time requirement.
- ✓ The video **MUST** feature the BBB logo and respect BBB Brand Guidelines.
- ✓ The video **MUST** mention, feature or relate to one of the following: BBB's Standards for Trust, BBB's Mission or BBB's Services.
- ✓ Video file submissions **MUST** be labeled correctly. The file name should include BBBVideo2024, group name and team leader last name. **Example: BBBVideo2024_TeamTrust_Smith.mp4**

VIDEO TIPS

- ✓ Videos should be well-lit and contain clear-sounding audio.
- ✓ While it is not expected for you to use expensive or professional equipment, it is required that your face should be clearly visible and your voice easily understood in the recording.
- ✓ The featured BBB service must be explained in simple terms that anyone unfamiliar with BBB can understand.

ALL PARTICIPANTS INCLUDING ACTORS AND TECHNICAL CREW, MUST BE LISTED ON THE REGISTRATION FORM AND SUBMIT THE WAIVER & PARENTAL CONSENT AGREEMENT FORMS. IF PARTICIPANT(S) ARE UNDER THE AGE OF 18, A PARENT/GUARDIAN MUST SIGN.



2024/2025 BBB AKRON STUDENT VIDEO CONTEST AWARDS & JUDGING CRITERIA

DEADLINE

All entries and signed forms must be emailed by March 14, 2025 (11:59 PM)

Winners will be notified by May 30, 2025.

STUDENT CASH AWARDS

First Place: \$2,500

Second Place: \$1,500

Third Place: \$1,000

Prizes will be distributed equally amongst all team members.

AFTER SUBMISSION

BBB will review all submissions to identify **qualifying entries**. A qualifying entry is a video created by an eligible student or student team that:

- ✓ Follows all rules & guidelines
- ✓ Includes all video requirements
- ✓ Includes a completed online entry form
- ✓ Includes signed copies of the Release Form for each team member and anyone who appears on camera.

Entries missing any of the above components will not move on to the next round.

JUDGING CRITERIA

- ✓ Completion of all appropriate online entry forms.
- ✓ Submitting your complete video entry and online form by the deadline date and time.
- ✓ Articulation and thoughtfulness in your opinion on the importance of a business to conduct itself ethically in your video.
- ✓ Creativity and uniqueness of your entry.

GRADING

- ✓ Production quality: 30%
- ✓ Creativity of message: 20%
- ✓ Marketing / Votes: 20%
- ✓ Representation of BBB's chosen service and/or Theme: 30%

QUESTIONS?

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