

# SOCIAL MEDIA MARKETING CONTEST

**CONTEST CHAIR:** John Kulcsar

Email: [johnkulcsar55@gmail.com](mailto:johnkulcsar55@gmail.com)

The Social Media Marketing Contest replaces the OBEA Video Contest. The Social Media Marketing Contest is open to all Business students from Grades 9 through 12. Teachers will select the best five submissions per school. Contest entries are due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form and Media Release Form. The submission must include the Video Summary Sheet. **All student entries must be submitted directly to the Contest Chair in digital( PDF) formats. Please note that this Contest may have a maximum of three students per team (this includes the videographer).**

## CONTEST DETAILS

1. Create a 30-45 second trailer/promotional video to encourage students to take Business courses in secondary school. The video should illustrate the universal use of Business Studies and the role that Business Studies can fill for students in their future.
2. The OBEA logo must appear at some point in your video. Remember to use the one that appears on the Student Identification Form.
3. If any graphics/audio are used that require copyright permission, including model release, this permission must be included on the mandatory Release Form(s). Entries that have infringed copyright without permission will be disqualified.
4. Release permission forms must be signed by all participants in your video.
5. Students **must post their video to YouTube and email a link** of the promotional video to [johnkulcsar55@gmail.com](mailto:johnkulcsar55@gmail.com). A confirmation email will be sent in response to receiving the promotional video.

**NOTE: Entry must be submitted on time with completed Identification Form and Release Form(s) in order to be eligible. No exceptions will be made.**

**Reminder** - Participation in the Social Media Marketing Contest can be used as a Specialized Business Certification or Experiential Learning Component in the completion of the SHSM program.

## SOCIAL MEDIA MARKETING CONTEST IMAGE AND AUDIO PERMISSION AND RELEASE FORM

Each Social Media Marketing Contest entry must include this completed Release Form if any external content is used (i.e., clipart, image database, audio). A video created in its entirety from all original artwork by the entrant does not require this form, although it is advised to include it for clarity. All images and audio used in the video must have copyright clearance and be royalty-free.

Please review the Model Release Form for details if the video contains a person(s). Indicate the source of the image(s) and/or audio used, and where appropriate the permission that has been obtained for its use. Although all Contest entries become the intellectual property of OBEA, neither OBEA nor its Executive or representatives can assume any liability for copyright infringement.

**PLEASE TYPE OR PRINT. USE ADDITIONAL FORM(S) IF MORE THAN TWO IMAGES. STUDENT INFORMATION**

<b>STUDENT INFORMATION</b>		
Name:	School:	
Social Media Video Description:		
<b>IMAGE/AUDIO #1 Information</b>		
Image Filename:		
Image Description:		
Image Audio Source:		
Copyright Holder:		
Usage Rights:		
Permission Received:	( ) Yes	Date:
<b>IMAGE/AUDIO #2 Information</b>		
Image Filename:		
Image Description:		
Image Audio Source:		
Copyright Holder:		
Usage Rights:		
Permission Received:	( ) Yes	Date:
<b>IMAGE/AUDIO #3 Information</b>		
Image Filename:		
Image Description:		
Image Audio Source:		
Copyright Holder:		
Usage Rights:		
Permission Received:	( ) Yes	Date:

**RELEASE PERMISSION**

My signature acknowledges I have obtained all copyright release permission(s) and assume full responsibility.

\_\_\_\_\_  
Signature of Student (18 or over)

\_\_\_\_\_  
Signature of Parent/Guardian (If student is under 18)

## VIDEO CONTEST MODEL/ACTOR RELEASE FORM

If a person is used in the promotional video, each entry must include this completed Model Release Form. Use a separate form for each model/actor. For example, this applies if the entrant or an associate has taken the video and knows the individual(s).

<b>STUDENT INFORMATION</b>	
Name:	School:
Video Description:	
<b>MODEL/ACTOR/ACTRESS INFORMATION</b>	
Name:	
Date of Birth: (DD/MM/YEAR)	
Address:	
City:	Province: Ontario
Telephone:	Email:
Parent's/Guardian's Name:	

If the footage used is from a professional database service or other source and is properly referenced on the Image/Audio Permission and Release Form, this Model Release Form is not required. Although all Contest entries become the intellectual property of OBEA, the OBEA and its Executive cannot assume any liability for failure to obtain proper permission.

### PLEASE TYPE OR PRINT

#### RELEASE PERMISSION

My signature grants OBEA permission to publicly display my video part as portrayed in the Social Media Marketing entry only.

\_\_\_\_\_  
Signature of Student (18 or over)

\_\_\_\_\_  
Signature of Parent/Guardian (if student is under 18)

## EVALUATION RUBRIC OF SOCIAL MEDIA MARKETING CONTEST

EXPECTATIONS	LEVEL 1 INCOMPLETE (50-59%)	LEVEL 2 PARTIALLY COMPETENT (60-69%)	LEVEL 3 PROFICIENT (70-79%)	LEVEL 4 EXEMPLARY (80-100%)
<b>Knowledge and Understanding</b>	<p>Video demonstrates a limited understanding of business terms and concepts by:</p> <ul style="list-style-type: none"> <li>•Arrangement or use of business terms and concepts illustrates little or no connection to Business Studies' courses;</li> <li>•One particular Business Studies course is featured;</li> <li>•Information is unreliable in its presentation;</li> <li>•Video is difficult to follow and understand;</li> <li>•Incorrect OBEA logo is used;</li> <li>•Contact information and OBEA sponsor are not indicated;</li> <li>•Release form(s) not included.</li> </ul>	<p>Video demonstrates some understanding of business terms and concepts by:</p> <ul style="list-style-type: none"> <li>•Arrangement or use of business terms and concepts illustrates little or no connection to Business Studies' courses;</li> <li>•Two particular Business Studies courses are featured;</li> <li>•Information is somewhat reliable in its presentation;</li> <li>•Video is somewhat difficult to follow and understand.</li> <li>•Correct OBEA logo is used;</li> <li>•Contact information and OBEA sponsor are not complete;</li> <li>•Release form(s) not included.</li> </ul>	<p>Video demonstrates a good understanding of business terms and concepts by:</p> <ul style="list-style-type: none"> <li>•Arrangement or use of business terms and concepts illustrates a good connection to Business Studies' courses;</li> <li>•Many Business Studies themes are featured;</li> <li>•Information is reliable in the video;</li> <li>•Video is easy to read and understand;</li> <li>•Correct OBEA logo is used;</li> <li>•Contact information and OBEA sponsor are complete;</li> <li>•Release form(s) included.</li> </ul>	<p>Video demonstrates an exceptional understanding of business terms and concepts by:</p> <ul style="list-style-type: none"> <li>•Arrangement or use of business terms and concepts illustrates an exceptional tie-in to Business Studies' courses;</li> <li>•Business Studies courses are featured in general and no one courses is focused on;</li> <li>•Information is accurate beyond fault;</li> <li>•Video is easy to follow and understand and has clarity to its tone that is exceptional;</li> <li>•OBEA logo is used and exceptional in its colour and clarity;</li> <li>•Contact information and OBEA sponsor are complete and submitted on separate page;</li> <li>•Release form(s) included.</li> </ul>
<b>Thinking</b>	<p>Video demonstrates limited use of critical and creative thinking by:</p> <ul style="list-style-type: none"> <li>•Limited exhibition of knowledge and originality of the subject;</li> <li>•Theme and video content demonstrate no obvious connection to the subject or each other;</li> <li>•There is limited demonstration of the relevance of business to a student's future;</li> <li>•The theme is difficult to understand.</li> </ul>	<p>Video demonstrates some use of critical and creative thinking by:</p> <ul style="list-style-type: none"> <li>•Some exhibition of knowledge and originality of the subject;</li> <li>•Theme demonstrates some obvious connection to the subject or each other;</li> <li>•There is some demonstration of the relevance of business to a student's future;</li> <li>•The theme is somewhat difficult to understand.</li> </ul>	<p>Video demonstrates good use of critical and creative thinking by:</p> <ul style="list-style-type: none"> <li>•Good exhibition of knowledge and originality of the subject;</li> <li>•Theme and content demonstrates an obvious connection to the subject or each other;</li> <li>•There is a good demonstration of the relevance of business to a student's future;</li> <li>•The video theme is easy to understand.</li> </ul>	<p>Video demonstrates exceptional use of critical and creative thinking by:</p> <ul style="list-style-type: none"> <li>•Excellent exhibition of knowledge and originality of the subject;</li> <li>•Video demonstrates an exceptional and obvious connection to the subject or each other;</li> <li>•There is an extremely clear demonstration of the relevance of business to a student's future;</li> <li>•The video is exceptionally thoughtful and easy to understand.</li> </ul>
<b>Communication</b>	<p>Video communicates ideas with limited degree of effectiveness by:</p> <ul style="list-style-type: none"> <li>•Establishing a flow of ideas that is difficult to follow;</li> <li>•Many spelling errors in words and phrases - Maximum of four (4);</li> <li>•Video is difficult to follow;</li> <li>•Overall message of the video is ineffective in its delivery;</li> <li>•The theme is limited in creativity.</li> </ul>	<p>Video communicates ideas with some degree of effectiveness by:</p> <ul style="list-style-type: none"> <li>•Establishing a flow of ideas that is somewhat difficult to follow;</li> <li>•Some spelling errors Maximum of three (3);</li> <li>•Video is somewhat difficult to follow;</li> <li>•Overall message of the video is somewhat effective in its delivery;</li> <li>•The theme is somewhat limited in creativity.</li> </ul>	<p>Video communicates ideas with good degree of effectiveness by:</p> <ul style="list-style-type: none"> <li>•Establishing a flow of ideas that is easy to follow;</li> <li>•Few spelling errors in words and phrases - Maximum of two (2);</li> <li>•Design is easy to follow;</li> <li>•Overall message of the video is effective in its delivery;</li> <li>•Software application used is identified as it the version;</li> <li>•The theme is creative.</li> </ul>	<p>Video communicates ideas with exception degree of effectiveness by:</p> <ul style="list-style-type: none"> <li>•Establishing flow of ideas of exceptional clarity;</li> <li>•No spelling errors in words and phrases;</li> <li>•Design is extremely creative;</li> <li>•Overall message of the video is extremely effective in its delivery;</li> <li>•Software application and version used is identified in a separate page of the submission;</li> <li>•The theme is highly creative in their usage.</li> </ul>
<b>Application</b>	<p>Video makes connections between concepts and visuals used with limited of effectiveness by:</p> <ul style="list-style-type: none"> <li>•Integrating inappropriate image(s) and content;</li> <li>•The software application is not used in an effective manner;</li> <li>•Failure to transfer of concepts, skills and procedures to new contexts;</li> <li>•The concept of the future role of Business Studies in the students' career and future is not evident.</li> </ul>	<p>Video makes connections between concepts and visuals used with some effectiveness by:</p> <ul style="list-style-type: none"> <li>•Integrating somewhat appropriate image(s);</li> <li>•The software application is used in a limited manner;</li> <li>•Some transfer of concepts, skills and procedures to new contexts;</li> <li>•The concept of the future role of Business Studies in the students' career and future is somewhat evident.</li> </ul>	<p>Video makes connections between concepts and visuals used effectively by:</p> <ul style="list-style-type: none"> <li>•Integrating appropriate image(s);</li> <li>•The software application is used in an effective manner;</li> <li>•Good transfer of concepts, skills and procedures to new contexts;</li> <li>•The concept of the future role of Business Studies in the students' career and future is easily seen.</li> </ul>	<p>Video makes connections between concepts and visuals used with a high degree of effectiveness by:</p> <ul style="list-style-type: none"> <li>•Integrating appropriate image(s) in a thought provoking manner;</li> <li>•The software application is used in a highly effective manner;</li> <li>•Highly effective transfer of concepts, skills and procedures to new contexts;</li> <li>•The concept of the future role of Business Studies in the students' career and future is highly developed.</li> </ul>

## OBEA STUDENT IDENTIFICATION FORM 2023-2024

Each Contest entry must include this completed, typed, Identification Form, one per student, to be eligible. The form is completed using MS Word.

To be eligible, please ensure that:

- Your entry is received on time, following the instructions for the Contest you are entering.
- All information on this form is required, and it must be typed for submission. Form is signed.
- For ongoing Contests, a *maximum of five (5) entries per Contest per school, unless otherwise indicated.*
- Accounting students are not required to submit this form unless requested by the Contest Chair.

<b>CONTEST INFORMATION</b>	
Contest: Social Media Marketing Contest	
<b>STUDENT INFORMATION</b>	
Name:	
Home Address:	
City:	Postal Code:
Email:	Phone Number:
<b>TEACHER AND SCHOOL INFORMATION</b>	
Course Title:	Course Code:
Teacher's Name:	
Full School Name:	
Full School Address :	
	Postal Code:
City:	
Email:	Phone Number:
Name of School Board:	
<b>OBEA SPONSOR INFORMATION</b>	
Sponsor's Name:	
Sponsor's Email:	
Sponsor's OBEA Membership Number:	

### RELEASE PERMISSION

This signature grants OBEA permission to publicly display the Contest entry and winner's name. Contest entries become the property of OBEA.

\_\_\_\_\_  
Signature of Student (18 or over)

\_\_\_\_\_  
Signature of Parent/Guardian (if student is under 18)