

Judges will use the following Judging criteria to select winners:

1. Was the factual information used accurate. Rate on a scale of 1-10 with 10 being the best, and one being the worst.
2. Did the video strike you as an appealing message? Rate on a scale of 1-10 with 10 being the best, and one being the worst.
3. Was the central message of the video easy to identify? Rate on a scale of 1-10 with 10 being the best, and one being the worst.
4. Was there a memorable visual scene or memorable phrase spoken that stuck with you? [Yes/No]
5. What was it? Rate on a scale of 1-10 with 10 being the best, and one being the worst.
6. Rate originality on a scale of 1-10 with 10 being the best, and one being the worst.
7. Rate effectiveness of video message on a scale of 1-10 with 10 being the best, and one being the worst.
8. Rate creativity on a scale of 1-10 with 10 being the best, and one being the worst.
9. Rate persuasiveness on a scale of 1-10 with 10 being the best, and one being the worst.

Overall Consideration:

Creativity 25%

Uniqueness 25%

Adherence to Contest Rules 25%

Overall Appeal 25%