



# Welcome to COS Hype Video: Arts, Media, Entertainment, & Branding Challenge

Location: COS, Visalia  
Date: April 12, 2024

## **Chairman:**

Lauren Fishback  
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Public Information Officer  
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College of the Sequoias

**CHECK IN:** 9:00am      **CONTEST BEGINS:** 11:30 am

## **ELIGIBILITY:**

Eligibility is limited to teams of 2-6. No individual entries are allowed.

## **EXPECTATIONS:**

Student teams will design a multi-media and brand awareness campaign toolkit related to a new College Student.

Student teams will work together to create a multi-media campaign where the target audience is a new COS College Student. Teams will create ONE VIDEO that promotes the first week of the Fall semester.

Student Teams will also create an event flyer for a Welcome Event geared towards all new students.

## **TIMELINE:**

- All teams can request an Initial zoom meeting, challenge review and training, Q&A
  - Email [laurenfi@cos.edu](mailto:laurenfi@cos.edu) if you would like a zoom meeting where we can discuss the challenge, answer questions, etc.
- March 29 – April 11 – Student teams will work on putting together the project
  - Email [laurenfi@cos.edu](mailto:laurenfi@cos.edu) if you need access to anything on any of the three campus locations – Hanford, Tulare or Visalia
- April 12 - Join in-person for College and Career Expo starting at 9:00am
  - 9:00am-11:30am Student Team presentations
  - Room and building information coming soon

## **SCOPE OF CONTEST:**

Welcome to COS Hype Video: Arts, Media, Entertainment, and Branding

**Video** should be no longer than 90 seconds.

- Teams must indicate how and where the video will be utilized (use your best judgement)
- Resources can include (but are not limited to)
  - COS website
  - COS Visalia Campus television studio
  - Marketing Department staff
  - COS Instagram @cosgiant
  - COS Athletic Department (ie Sequoias Stadium)



**Event Flyer** should fit on a 8.5 x 11 piece of paper

- Teams can use Canva, Adobe, or any other graphic platform they prefer
- Flyer must include (but not limited to)
  - o COS Logo
  - o Welcome event title (create a title for the event)
  - o Location
  - o Time
  - o Date
  - o Any other details that students can expect at the Welcome event

**Day of the Challenge** teams will prepare a final presentation (no more than 15 slides) including the general concepts, background of the project. This presentation should include a summary of the following:

- The team's introduction of the video
- How did the team decide on the video concept?
- Delegation of tasks – who did what?
- Level of difficulty in concept to final video product
- Showcase video to judges
- Review of Welcome event theme and flyer
- How did the team decide on event concept?
- Delegation of tasks – who did what?
- Showcase flyer to judges

**IMPORTANT INFORMATION:**

Successful presentations will follow and include all the components on the provided scoring rubric.

**EQUIPMENT AND MATERIALS:**

To be supplied by chairperson:

- Zoom Meeting Link
- Projector, Laptop and presenting tools

To be supplied by participants:

- Laptop and necessary equipment to join zoom room on March 28<sup>th</sup>
- Thumb Drive to presentation or link to cloud-based presentation April 12<sup>th</sup>



## Social Media Challenge Rubric – 2024

Description Welcome to COS Hype Video		Pts. Possible	Score
<b>Campaign Score – Total of 100 points</b>			
<b>Original Tagline &amp; Image</b>	<i>The team's incorporation of the target market – new COS students</i>	10	
<b>Campaign Activity Strategies</b>	<i>Identified strategies to bring awareness and potential engagement to campaign</i>	10	
<b>Clearly Identified Brand Awareness</b>	<i>Does the video and event flyer clearly represent the brand, image, and message that ties back to the College</i>	10	
<b>Video Strategy</b>	<i>Does the video capture audience attention, target market focused (18-35 age range), visually interesting</i>	10	
<b>Event Flyer Strategy</b>	<i>Extent to which the team builds an event flyer that clearly represents all event elements</i>	10	
<b>Clearly Identified Strategic Plan</b>	<i>Extent to which the team identified a plan as to how to collaborate on video pre/post- production</i>	10	
<b>Resources &amp; Research</b>	<i>Did the team clearly identify their research sources? How did you find information to lead you to the decisions made for the video and event flyer?</i>	10	
<b>Self-evaluation</b>	<i>Extent to which team can explain overall effectiveness of the video and event</i>	10	
<b>Presentation Score – Total of 40 points</b>			
<b>Final reflections and learning</b>	<i>What went well during the process of creating the video &amp; event campaign? Would the team do anything differently next time?</i>	10	
<b>Presentation by the Team</b>	<i>Extent to which team can communicate to the judges. Teams exhibited professionalism in their communication and poise in their delivery.</i>	10	
<b>Total Points</b>		<b>100</b>	

Comments: