



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

Location: COS, Visalia

Date: April 4, 2025

Chairman:

Lauren Fishback

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Public Information Officer

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College of the Sequoias

CHECK IN: 9:00 am **CONTEST BEGINS:** 9:15 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 if you would like a zoom meeting where we can discuss the challenge, answer questions, etc.
- March 20 – April 3 – Student teams will work on putting together the project
 - Email laurenfi@cos.edu if you need access to anything on any of the three campus locations – Hanford, Tulare or Visalia
- April 4 - Join in-person for College and Career Expo starting at 9:00am
 - 9:15 am-11:45 am Student Team presentations
 - Room and building
 - Kaweah, 264A

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



- o 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 (if requesting)
- Projector, Laptop and presenting tools

To be supplied by participants:

- Thumb Drive to presentation or link to cloud-based presentation April 12th



Social Media Challenge Rubric – 2025

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

Comments: