

**Fair Go Ad Awards 2008 Entry Form**

**Primary School/Intermediate School Section**

*'Sell us your home town'*

**Deadline: 5pm, Friday 1 August 2008**

**School name:**

**Address:**

**City/Town:**

**School telephone number:**

**Teacher/organiser name and after hours number:**

**Teacher's email address:**

**Entrants' name(s):**

**Please include a one -page summary outlining how you developed your ad, from idea generation to production.**

**Don't forget to include your VHS, Mini-DV tape, DVD with this entry and to label your tape. Remember, no other formats will be accepted.**

**Send to: Fair Go School Ad Competition**

**Primary & Intermediate Ad Awards**

**Private Bag**

**Auckland Mail Centre**

**ENTRIES MUST ARRIVE NO LATER THAN 5PM, FRIDAY 1 AUGUST 2008. For further information contact Fair Go at [fairgo@tvnz.co.nz](mailto:fairgo@tvnz.co.nz).**

## **Primary/Intermediate School Ad Brief 2008**

### ***'Sell us your home town'***

Best overall ad wins \$2000, second prize \$500, third prize \$500

The competition is open to any New Zealand primary or intermediate school.

The emphasis is on concept, creativity and appeal. A strong, simple idea will often win over technical brilliance.

Each school is permitted ONE entry only.

Students need to make a 30-second television advertisement on VHS tape or Mini-DV or DVD.

Ads may be in English or Te Reo Maori.

Check out our handy tip sheet on our website to get you started.

### **CREATIVE BRIEF**

#### **Aim**

We want you to dream up an ad that sells your home town. It could be in the style of a travel/holiday destination ad, or a branding campaign (think of ones you might have seen before, like: "Hamilton: It's all right here"). Your job is to convince us your town is the best place to be. Try not to show us the obvious landmarks – let us see your town through young people's eyes.

#### **Key Issues**

You must be able to sell us your town in 30 seconds. Why should we want to go or live there?

Your ad will be primarily judged on concept, creativity and appeal to the audience.

### **THE REQUIREMENTS**

1: ONE 30-second video advertisement on VHS tape, DVD or Mini-DV per school.

2: A one-page summary outlining how you developed your ad, from idea generation to production.

## **THE DEADLINE**

Your video must reach the Fair Go office by 5pm, Friday 1 August. Entries received after this time will not be judged.

Address

Fair Go Primary/Intermed School Ad Competition  
Private Bag  
Auckland Mail Centre  
Auckland

Or courier your entries to:

Fair Go  
TVNZ  
100 Victoria St West  
Auckland

## **THE PRIZES**

First prize to the winning school is \$2 000, second \$500 and third \$500. The three finalists will be screened on the Fair Go Ad Awards in September. Finalists will be notified 2 weeks before broadcast.

For further information contact Fair Go at [fairgo@tvnz.co.nz](mailto:fairgo@tvnz.co.nz)

Or fax Fair Go at 09 916 7170.