

**Fair Go Ad Awards 2008 Entry Form**

**Secondary School Section**

*'Promote your own political party'*

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

**School name:**

**Address:**

**City/Town:**

**School telephone number:**

**Teacher/organiser name and af ter hours number:**

**Teacher's email address:**

**Entrants name(s):**

**Please include a one -page summary out lining how you devel oped your ad, from idea generat ion to production.**

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

**Send to: Fair Go School Ad Compet ition**

**Secondary School Section**

**Private Bag**

**Auckland Mail Cent re**

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

## **Secondary School Ad Brief 2008**

### ***“Promote your own political party”***

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

The competition is open to any New Zealand secondary 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 Māori.

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

## **CREATIVE BRIEF**

### **Aim**

It's election year and we want you to come up with your own, fictitious, political party that you're trying to get people to vote for. It could be a single-issue party or a youth party or one that appeals to everyone. Remember you need to convince people why they should vote for you.

### **Key Issues**

You have 30 seconds to sell us your political party.  
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 or 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 Secondary 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.