

SOCIAL MEDIA MARKETING COMPETITION *by the Faculty of Liberal Arts*

Eligibility

- This is open to all Secondary 4 and 5 students who are 16 -17 years of age at the time of entry.
- Participants enter the contest in groups of five (5): a manager, a talent (male or female), an editor cum videographer, a publicist cum photographer, a stylist.
- Each school can send in a maximum of 4 teams to take part, and the Organiser will not limit the total number of entries to this contest.
- By entering the contest, participants agree to abide by the Contest Rules and the decisions of the Organiser and judges, which are final and binding in all respects.
- Registration starts now and closes on 26 July 2019.
- Participation is free.

How to enter

- All participating teams **MUST** attend a workshop held at BERJAYA University College on Saturday, **3 August 2019** to understand the contest mechanics, submission deadlines, judging criteria and other requirements of the contest.
- Each participating team is required to set up an Instagram account with a standard naming, e.g. [@berjaya.byec19.NameofTalent](#). This account serves as a platform for the team to build their branding on social media, grow their followers and reach out to their target audience. To help them with this effort, teams will be exposed to approaches and strategies practised in social media marketing and communications at the workshop.
- After the workshop, each participating team will plan and produce the works at their own time and cost, and submit their works (either photos or videos) by the various deadlines by emailing to byec2019@berjaya.edu.my with the following details:
 - Instagram account, e.g. [@berjaya.byec19.adelinelee](#)
 - Full names and roles of all members in the team, e.g. *Adeline Lee (Talent)*
 - Name of school, e.g. *SMK Berjaya*
 - Challenge title, e.g. *PSA Challenge*
- Throughout the entire competition, teams are required to participate in all three (3) challenges as follows before the final presentation at the finals:
 - **(1) Photography Challenge:** Each team is required to conduct **one** photography task from the following categories: food photography, street photography or event photography. The talent has to be in the photo. The photo must reach the Organiser by Tuesday, **13 August 2019 at 18:00 hours** (Malaysia time).
 - **(2) Advertising Challenge:** Each team is required to produce a 15-20 second advertisement video which aims to capture the mood, emotion or feeling that a product/service can elicit in a viewer. The video must reach the Organiser by Tuesday, **20 August 2019 at 18:00 hours** (Malaysia time).
 - **(3) PSA Challenge:** Each team is required to create a 60-second Public Service Announcement (PSA) which aims to create/raise awareness of a public issue, and to educate the public rather than to sell a product/service. Each team may use royalty-free music/sound effect to enhance the mood of the video. The video must reach the Organiser by **27 August 2019 at 18:00 hours** (Malaysia time).
- Each entry is limited to original works that have not been formerly displayed or exhibited. Works that have won prizes in other competitions or that have been submitted to other contests currently underway are not eligible. Works that are entered in other competitions after submitting to this competition will not be eligible.
- The video or photo, in its entirety, must be a single work of original material taken by the participating team. By entering the competition, participants represent, acknowledge, and warrant that each submission is an original work created solely by the team, that the work does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other part has any right, title, claim, or interest in the video/photo.

- The submissions must not contain material, which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g. relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing.
- The submissions must not include mention and/performance of any copyrighted media production including but not limited to music, films, books, television programming, etc, or identifying descriptions of any media property.
- By entering the competition, each participating team represents and warrants that the entry does not and will not defame or otherwise violate the rights of any third party and does not and will not violate any laws or ordinances. The Organiser reserves the right in its sole discretion to disqualify any entry that it believes violates any of the video submission requirements, does not otherwise comply with these rules, or that is not consistent with the spirit and theme of the contest.
- The participating teams agree that the Organiser shall own the entries (and all ideas, forms, designs, patents, copyrights, trademarks and other intellectual property embodied therein), and that the Organiser shall have the perpetual, worldwide right to publish and use the entries in any way, and in any media for trade, advertising, promotional.
- Participation in this competition constitutes each winner's consent to the Organiser's use of winner's names, videos, photographs, likenesses and geographical data for advertising and promotional purposes in any media without further notice, right of review, approval or compensation except where prohibited by law.
- The Organiser reserves the right to cancel or modify the competition if fraud, technical failures or any other factor beyond its reasonable control impairs the integrity of the competition, as determined by the Organiser in their sole discretion. In each event, the Organiser reserves the right to disqualify any individual found to be tampering with the operation of the competition, or in an un-sportsmanship-like or disruptive manner; end or suspend the competition; amend Official Rules; declare void the notification of winner(s) and reselect the winner(s), without prior notice.
- Participants agree to release and hold the Organiser and its respective officers, directors, employees, crew and agents harmless from all liability, damage, losses or injury to person or property resulting from or incurred in connection with their acceptance, forfeiture or use of any prize or their participation in the competition. Participants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion, use, misuse or redemption of any prize.
- The Organiser is not responsible for and participants hereby releases them from any claims arising from: (1) entries received through impermissible or illegitimate channels, all of which will be disqualified; (2) technical failures of any kind, including but not limited to the malfunctioning of any mobile phones, computer, network, hardware or software; (3) the unavailability or inaccessibility of any service; (4) unauthorized human intervention in any part of the entry process or the competition; (5) electronic or human error which may occur in the administration of the competition or the processing of the entries; or (6) any injury or damage to persons or property, including but not limited to participant's computer, which may be caused, directly or indirectly, in whole or in part, from student's participation in the competition or from downloading any material from the Organiser's website, regardless of whether the material was prepared by the Organiser, and regardless of whether the material is connected to the Organiser's websites by hyperlink.
- BERJAYA University College may use your personal information for analysis and to send you marketing communications and keep you up to date with our products and promotions. You may unsubscribe from receiving such marketing communications at any time by following the instructions in our Privacy Policy or any of our marketing communications. Data collect will not be sold nor shared with unaffiliated third parties without your explicit consent.
- All video entries must contain the competition logo placed on the top right corner of the video and BERJAYA University College logo on the last slide of the credit roll as the "presenter" of the competition. The two logos can be downloaded on www.berjaya.edu.my/byec2019.
- The deadline of all submissions must be observed as late submission will not be entertained.

Contest Stages

- **Stage 1:** Submission is considered valid when the final photo is emailed to the Organiser at byec2019@berjaya.edu.my and the same photo is uploaded on the Instagram account of the team and **ALL** its members. Judging will be done by professional judges (50%) and online voting through *likes* (50%) on the official Facebook/Instagram account, which will start on Wednesday, **14 August 2019** and close on Monday, **19 August 2019** at **16:00 hours** (Malaysia time). Results will be announced on **21 August 2019** on BERJAYA University College official Facebook.
- **Stage 2:** Submission is considered valid when the final video is emailed to the Organiser at byec2019@berjaya.edu.my and the same video is uploaded on the Instagram account of the team and **ALL** its members. Judging will be done by professional judges (50%) and online voting through viewership (50%) uploaded on the BERJAYA University College official Facebook, which will start on Wednesday, **21 August 2019** and close on Monday, **26 August 2019** at **16:00 hours** (Malaysia time). Results will be announced on **28 August 2019** on BERJAYA University College official Facebook.
- **Stage 3:** Submission is considered valid when the final video is emailed to the Organiser at byec2019@berjaya.edu.my and the same video is uploaded on the Instagram account of the team and **ALL** its members. Judging will be done by professional judges (50%) and online voting through viewership (50%) uploaded on the BERJAYA University College official Facebook, which will start on Wednesday, **28 August 2019** and close on Monday, **2 September 2019** at **16:00 hours** (Malaysia time). Results will be announced on **6 September 2019** on BERJAYA University College official Facebook.
- **Stage 4:** The top 20 teams with the highest combined score after the three **Challenges** will be shortlisted to the finals. All finalists are required to attend the finalists workshop on Saturday, **7 September 2019** at BERJAYA University College for a final briefing about the final presentation scheduled on Saturday, **14 September 2019**.

Judging

Photography Challenge

The panel of judges from BERJAYA University College will rate each eligible fashion photography entry based on the following criteria ("Judging Criteria"): (1) Style & Creativity 15%; (2) Lighting & Technical Quality 15%; (3) Composition & Presentation 10%; and (4) Overall Impact 10%.

Advertising Challenge

The panel of judges from BERJAYA University College will rate each eligible short advertisement video entry based on the following criteria ("Judging Criteria"): (1) Direction & Creativity 10%; (2) Art Direction 10%; (3) Cinematography & Editing 10%; (4) Copywriting & Memorability 10%; and (5) Overall Impact 10%.

PSA Challenge

The panel of judges from BERJAYA University College will rate each eligible short advertisement video entry based on the following criteria ("Judging Criteria"): (1) Direction & Creativity 10%; (2) Production Value 10%; (3) Cinematography & Editing 10%; (4) Copywriting & Significance 10%; and (5) Social Impact 10%.

Final Presentation

The panel of judges from BERJAYA University College will evaluate each presentation based on the following criteria ("Judging Criteria"): (1) Planning 20%; (2) Production 20%; (3) Team Work 20%; (4) Strategy 20%; and (5) Values 20%.

Prizes

Champion	RM5,000 Cash + Trophy + Certificate
1 st Runner-up	RM4,000 Cash + Trophy + Certificate
2 nd Runner-up	RM3,000 Cash + Trophy + Certificate

**All winners will receive partial scholarships from BERJAYA University College.*

**All winners, recipients of special awards and finalists will automatically be eligible to join our workshops for corporate trainings and professional development after the competition ends on 14 September 2019.*

All finalists are required to attend the awards presentation ceremony on the 14 September 2019. Prizes are non-transferable, and not exchangeable nor refundable for cash in part or whole. The Organiser reserves the right to provide substitute prize(s) of similar value should the specified prize becomes unavailable for any reasons.