



**Better Business
Bureau of Akron**



STUDENT
VIDEO CONTEST



2021-2022



THE CONTEST

Since 1920, BBB|Akron has served consumers and businesses in Ashland, Medina, Portage, Richland, Summit and Wayne counties, as an authority on trust in the marketplace.

BBB|Akron is inviting our area High School students to participate in a BBB Student Video Contest. Students should see this as an opportunity to work with a trusted brand, and acquire practical skills in advertising, audio/video technology, graphic design, and storytelling with a purpose.

CONTENT GUIDELINES

BBB Student Video Contest is seeking students to engage and collaborate on topics of Trust and Ethics. Students may work as an individual or in a team (up to 4 students). Students are encouraged to work together, with guidance from parents and teachers, to create a 30-60 second video that tells a story about:

- ★ BBB History and Traditions
- ★ BBB's core values
- ★ The importance of the BBB mission today and in the future.
- ★ BBB Services

Judges want to see a creative, clever or inspiring take on an annual theme centered on ethical dilemmas.

AWARDS



Total amount awarded will be \$5,000:

First place - \$2,500

Second place - \$1,500

Third place - \$1,000

The total score will be used to rank entries and identify the first, second and third place winners.

GETTING STARTED

Participating schools are eligible for student submissions for the school year of **2021/2022**. You will need to register your 1-4 member group by **March 4th, 2022**. Registration includes the proper forms you will need to submit including assigning your group name! Your group has until **April 16th, 2022** to submit your video. Video requirements can be found on BBB's Student Video Contest Page.

QUESTIONS?

Still have questions? Visit our BBB Student Video Contest site at bbb.org/local/0272/video-contest or contact your BBB staff on our [contact page](#).