

# MARKETING CONTEST

## MARKETING DIVISION RULES

- A member may enter only one class in the Marketing Division.
  - Use of copyrighted or protected characters or logos is not permitted, with the exception of the 4-H emblem. If used, the 4-H emblem must be used correctly. See <https://nifa.usda.gov/4-h-name-and-emblem> for guidelines.

## MARKETING DIVISION CLASSES

**Junior Individual (age 8-10) – Thank You Card *without* use of computer graphics or scrapbooking tools.**

**Junior Individual (age 8-10) – Thank You Card *with* the use of computer graphics or scrapbooking tools.**

1. Entries should be an original “thank you” card with artwork on the cover. An inside message is not required, but may be included at the discretion of the designer. Inside messages will not be judged. ***Use of the 4-H emblem is strongly encouraged, but not required.***
2. Card should be on 8 ½ x 11 white cardstock, folded once.
3. Art and message must be the original work of the member.
4. Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc. No use of computers or scrapbooking tools in creating entries. Designs must be hand-lettered and drawn or cut by hand.
5. When using 4-H emblem that is downloaded, it must go into the graphics division.
6. Artwork or lettering created with the aid of scrapbooking tools or computers is permitted provided the design is the original work of the member. No commercially designed clipart may be used.
7. Member’s name, age, and *county* should be neatly printed in the lower right-hand corner of the back of the card.
8. Evaluation will be based on the quality, creativity, and originality of the design.

**Intermediate Individual (age 11 - 13) – Holiday Card – *without* the use of computer graphics or scrapbooking tools.**

**Intermediate Individual (age 11 - 13) – Holiday Card – *with* the use of computer graphics or scrapbooking tools.**

1. Entries should be an original “Holiday” card with artwork on the cover. An inside message is not required, but may be included at the discretion of the designer. Inside messages will not be judged. ***Use of the 4-H emblem is strongly encouraged, but not required.***
2. Card should be on 8 ½ x 11 white cardstock, folded in half. (Only one fold)
3. Art and message must be the original work of the member.
4. Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc. No use of computers or scrapbooking tools in creating entries in class ***without use of computer or scrapbooking tools***. Designs must be hand-lettered and drawn or cut by hand.
5. When using 4-H logo that is downloaded it must go into the graphics division.
6. Artwork or lettering created with the aid of scrapbooking tools or computers is permitted in class ***with use of computer or scrapbooking tools*** provided the design is the original work of the member. No commercially designed clipart may be used.
7. Member’s name, age, and *county* should be neatly printed in the lower right-hand corner of the back of the card.
8. Evaluation will be based on the quality, creativity, and originality of the design.

**Senior Individual (age 14 and up) – 4-H Infomercial Promoting 4-H**

1. This is a video “short” that promotes the 4-H program
2. This must be a fully automated, stand-alone video presentation with sound and narration as appropriate. Think “YouTube.” The video should include recorded visual, sound, and narration to convey a message.

3. The video should be the original work of the member making the entry.
4. Images in the video should be appropriate for promoting 4-H. Use pictures of youth who are of 4-H age; when possible, show the diversity of membership, projects, and activities; show youth exercising appropriate safety practices (i.e. wearing helmets on horseback).
5. The video should be 2-4 minutes long. Penalties may be assessed for videos less than 2 minutes or longer than 4 minutes.
6. Videos must be submitted on a DVD and must play using QuickTime Player or Windows Media Player.
7. The member's name, age, and county must be neatly written on the DVD, along with the presentation title.
8. Evaluation will be based on the quality and originality of the message, which should persuade the viewer to action, as well as on the creative and professional use of technology.
9. By submitting an entry, you agree to allow counties and or the State 4-H office to use the promotional video to promote 4-H throughout Ohio.

Marketing Judging Grid

	Fair	Good	Very good	Excellent	Comments
<b>Quality of artwork or production</b>					
<b>Creativity</b>					
<b>Originality of design or production</b>					
<b>Originality of the message</b>					
<b>Other</b>					