



Captivating **COMMERCIALS**



February 15, 2024

11:59 PM

Chapter members are tasked with creating a commercial that successfully markets an original invention.

Members will also write a 250-500 word paragraph describing their commercials and products. Commercials must be 30 to 90 seconds.

Participants will receive ribbons and the top three (3) submissions will receive a plaque at the State Leadership Conference.

Career Development Committee



Career Development Committee Captivating Commercials

Goal: To encourage FBLA members to utilize their creativity and enrich their marketing skills.

In the Captivating Commercials challenge, chapter members are tasked with creating a commercial that successfully markets an original invention that the members create. Commercials may be in the form of videos or voice overs with separate content such as slideshows. The videos will be between 30 to 90 seconds. Members will also have to write a 250–500 word description of the design choices of their commercial, the demographic for the invention, and the inspiration behind both the commercial and the product.

Participating members will receive a ribbon and the top three (3) submissions will receive a plaque at the State Leadership Conference.

The deadline for submission is February 15, 2024, at 11:59 pm. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Chapter, Chapter Adviser Name, and Chapter Adviser Email, Private YouTube link to Commercial, 250–500 word description.

Challenge Rubric

Criteria	Not Present (1 Point)	Below Requirements (2 Points)	Meets Requirements (3 Points)	Exceeds Requirements (4 Points)	Points
Presentation	Speech is not legible and/or rehearsed.	Speech is hard to understand with four to five (4-5) mistakes.	Speech is mostly clear with two to three (2-3) mistakes.	Speech is clear with zero to one (0-1) mistakes.	
Creativity	Both commercial and invention were not original.	Commercial or invention is original but lacks detail.	Commercial and invention are creative.	Commercial and invention exceeds standards of detail.	
Grammar and Spelling (Paragraph)	Four (4) or more errors.	Three (3) errors.	Two (2) errors.	Zero to One (0-1) errors.	
Final					/12