



HELEN O'GRADY DRAMA ACADEMY **ADVERTISEMENT COMPETITION**



**The Helen O'Grady Drama Academy started classes in 1979!
So, it is our 35th Anniversary this year!**

We have been planning ways to mark our milestone, and would like to get everyone involved.

We want your CREATIVITY for our ADVERTISEMENT COMPETITION!

Can you create a **30 second commercial** to help us celebrate our Anniversary?

You could win the opportunity to have your commercial showcased on our website, as well as winning:

\$500 CASH!!

The contest is open to EVERYONE, including past and present students, friends, colleagues, families, etc. You can submit an entry in any format such as video / visual commercial or just a musical jingle if you like – your imagination is the limit!!

Each entry requires the following elements:

- Entries close on Saturday 27th September 2014.
- A musical jingle, video commercial etc; 30 seconds or less in the following formats: MP3 for music jingles and 640x360 resolution MP4 for videos.
- An attached script or lyric sheet for your commercial.
- Mention of both “Helen O’Grady Drama Academy” and “35th Anniversary” within your jingle / commercial.
- A completed entry form. **(Entry forms & Terms & Conditions available in class and on our website.)**
- Entries may be placed on our Facebook Page / website to share with the community and **six** finalists will be chosen.

Voting will then be open through our website (**www.helenogrady.net.au**), and the final **WINNER** will be chosen by the most votes received. Voting will commence on **Monday 13th October** and winners will be announced on **Monday 27th October** with the \$500 prize being awarded at our **35th Anniversary Celebration on Sunday 9th November**.

Forward your completed commercial and entry form to:

Please check our website for specific details on your Local Principal.

Depending on the category, submissions will be judged on the following criteria:

- Creativity and Originality
- Lyrics / Melody / Script as applicable to the type of commercial chosen
- Suitability to the Drama theme and our 35th Anniversary.
- Relevance of content – visit our website for information on our programme.
- Production/Recording quality and vocal ability are not criteria.
- Entry form and Terms and Conditions can be downloaded from our website.

Invite your friends, family and colleagues to participate and help us celebrate in creative style!

See overleaf for ideas on how to make your ad! ☺