

Video Contest Preparation

| Task | Objective | Action needed |
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| 1. Develop contest idea | Visibility for your business/product/service; future content for your promotions; sponsors for you to monetize the contest | <ul style="list-style-type: none"> Identify objectives Develop theme Identify potential sponsors and contract with them using erooster.tv contracts |
| 2. Contest call to action (e.g. what do you love about...) | Brand visibility in the contest | <ul style="list-style-type: none"> Develop name of contest Secure the url from eRooster.tv (http://erooster.tv/contest/Your-Contest-Name/) Include the url in the promo video |
| 3. Promotional video preparation | Promote the contest <i>and</i> communicate the instructions for participating | Create video: mp4, flv, mov, m4v, swf, wmv formats only; 200MB max |
| 4. Contest instructions to the participant | Clear statement (e.g. enter a 1 minute or less video telling/showing us....) makes it easy to enter | Both state the instructions and display them on the video; include them in the contest description |
| 5. Choose how winning videos are selected: votes, views, judging or combination | To let people know how to win | Include in the promo video instructions and contest description |
| 6. Identify your prizes | Make them compelling <i>and</i> related to your business | <ul style="list-style-type: none"> Include mention of the prizes in the video Graphic 200px x 200px* |
| 7. Choose how long the contest will | Time the contest with other | <ul style="list-style-type: none"> Include length of contest in the video |



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| run (recommend 30 days) and a start and end date | marketing activities, external events, and holidays | <ul style="list-style-type: none"> • Include in the contest description |
| 8. Identify the product you wish to feature along side the contest; up to two products can be featured; special price is available to contestants only | Product visibility and opportunity to purchase | <ul style="list-style-type: none"> • Regular price and special price • Graphic 200px x 200px* • Link url for purchasing the product |
| 9. Identify the giveaway for anyone who submits a video: token appreciation that conveys the value of your product/service | Motivate the contestant to visit the store/website | Document with the promotional code: either a jpg or pdf file |
| 10. Include sponsors | Your business can earn revenue during the contest with sponsor ads alongside the videos | <ul style="list-style-type: none"> • Contracts • Graphic from each sponsor 200px x 200px* |
| 11. Create an account with erooster.tv | Prepare for contest setup | <ul style="list-style-type: none"> • Graphic for profile pic 200px x 200px* • Graphic for banner (will be displayed in contest) 640px x 130px* • Link url to associate with the banner • Tag line and description for the account |
| 12. Set up contest | Prepare to kick off contest | <ul style="list-style-type: none"> • All graphics above • Promo video |



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| | | <ul style="list-style-type: none"> • Description • Contest name (will be the url with dashes instead of spaces) |
| 13. Grab the widget code for your contest | Promote the contest on your website, Facebook page | Choose the widget under the contest setup |
| 14. Grab the embed code for the promo video and use for your website posts | Promotion | You can set the html autostart parameter to false to prevent autoplaying the video upon opening the page |
| 15. Promote the contest in person, on your website, in social media throughout the 30 days | Visibility, traffic, entries | Links, posts, updates 3x per day on social media |

