

Submission Deadline  
[www.summersynergy.ca](http://www.summersynergy.ca)

**JUNE  
15**

**MARKETING**



## Juniors

### ~ Motivational Poster

- Objective: Create a Motivational Poster that showcases a high quality photo that “you” took and relates to a “moment” that illustrates your most impactful motivational quote that is displayed on or within the photo.
- Criteria: Poster formatted no larger than 11”x17”; portrait or landscape; high resolution images and clear font choice; ORE reserves the right to utilize posters for Synergy promotions; submitted in only a .jpeg or .pdf
- Evaluation: Quality, Creativity, Authenticity, Impact

## Intermediates

### ~ Canadian Made Products are Best

- Objective: Create a 30 – 60 second video that showcases “your” favorite diversified Canadian Agriculture product(s) that you are passionate about.
- Criteria: This contest is not rewarding the person with the best graphic design or production skills. It is an opportunity to create and market an impactful and relatable message. The video content can include live action, still photos, music, voice over, special effects, etc. Please note all references. Videos to be submitted as a URL (utilize your cellphone and a YouTube upload is the easiest to acquire a link); ORE reserves the right to utilize videos for Synergy promotions. Answers to the following questions within your video:
- Explain “Why” Canadian Made Products are Best
- Explain “Why” your selected product(s) are especially meaningful to you
- Explain “How” your selected product(s) will be shared and/or communicated with your targeted consumers
- Evaluation: Quality, Creativity and Overall Ability to Communicate Message

## Seniors

### ~ My Mentor...

- Objective: Create a 1 – 2 minute video that honors “your” most inspiring and impactful mentor. This video is an introduction to the person, celebrity, athlete or otherwise that ignites your passion, drives your productivity and motivates your pursuit of excellence.
- Criteria: This contest is not rewarding the person with the best graphic design or production skills. It is an opportunity to create and market an impactful and relatable message. The video content can include live action, still photos, music, voice over, special effects, etc. Please note all references. Videos to be submitted as a URL (utilize your cellphone and a YouTube upload is the easiest to acquire a link); ORE reserves the right to utilize videos for Synergy promotions. Answers to the following questions within your video:
- Explain “Why” you chose to honor your mentor
- Explain “How” your mentor has created an impact on you
- Explain “How” you will continue your mentor’s legacy
- Evaluation: Quality, Creativity and Overall Ability to Communicate Message

**All submissions completed and uploaded to Synergy Google Link**