



Playbook

2019 BBB STUDENT VIDEO CONTEST

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2019 BBB STUDENT VIDEO CONTEST

About Contest

The BBB Student Video Contest is an interactive contest designed to engage young people and encourage the creation of high-quality user-generated video content.

High School students will use creation and promotion skills, have the opportunity to interact with local PR and advertising professionals, and have the chance to win cash prizes for the school and team.

How does the contest work?

Teams or individual students from select schools compete based on quality of video production, delivery of the theme and key messages, and successful promotion and marketing of the videos.

Submitted videos will be judged based on students' ability to follow the contest guidelines, judging criteria, and marketing their videos to get maximum votes.

The videos will be scored by BBB and a panel of independent judges.

Finalists will have the opportunity to present their work to a panel of judges (PR and advertising executives).

Below is a detailed description of the contest guidelines and structure.

Contact:

BBB Paso del Norte

Karla E. Garcia

915.577.0191

info@bbbelpaso.org

Monday – Thursday 9 a.m. – 4 p.m.

Friday 9 a.m.- 2:30 p.m.

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Get Started

1. Form your team (1 to 4 students per team).
2. **Register your team at <https://www.bbbvideocontest.org/el-paso/> by 2/11/19.**
Each team member will need to accept the Terms of Service and Parental Consent for verification purposes.
3. **Videos must be created and uploaded on the contest website by 2/24/19.**

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Timeline

January 28 – February 11

- Team registration at <https://www.bbbvideocontest.org/el-paso/>.
- Teams MUST be formed, complete, and registered by **2/11/19**.

February 11 – CONTEST BEGINS

February 11 - 24

- Video submissions are approved by teachers and uploaded by students.
- Submissions MUST be uploaded to contest website by **2/24/19** (no exceptions).

March 1

- Voting on the contest website begins for all videos.

March 1 – March 14

- Students will market their videos to get maximum online votes. Deadline for online voting is March 14.

March 18 – March 24

- Phase 1 Judging - Top 10 videos chosen.

April 6

- Phase 2 Pitch Meeting - Finalists present their video to judges.

April

- BBB announces winners.

May

- Awards Ceremony during BBB's Awards for Excellence Ceremony (TBD).

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Rules

TEAMS

- Teams MUST be approved by school teacher.
- Teams MUST be formed, complete, and registered by 2/11/19.
- Teams may be composed of 1 to 4 students.
- Team members MUST attend the same High School.
- Team members may be from different grades.
- Students MUST be registered under only one team

THE VIDEO (GENERAL)

- Only 1 video may be entered by each team.
- All videos MUST be submitted to contest website by 2/24/19 to qualify.
- Videos should not include any copyrighted material of any kind (including music or images)

THE VIDEO (FORMAT)

- The video must be 60 seconds or less.
- The minimum format resolution is 1280*1080.
- The file format must be .mov (mp4).

THE VIDEO (CONTENT GUIDELINES)

- The video needs to feature at least 1 of the 10 scams described in the Theme.
- There MUST to be a call to action to visit the BBB website, bbb.org, such as "Go report a scam today at bbb.org/scamtracker."
- The video MUST feature the BBB logo and respect BBB Brand Guidelines (attached).

*BBB will provide additional guidance and be available for questions

**All deadlines are presumed to be 11:59 p.m. of the deadline date.

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Theme

“Even you could get scammed.”

- **Did you know that marketplace scams represent a \$50 billion scourge on our economy that impacts 1 in 4 households and 1 in 5 individuals each year?**
Falling for a scam can happen to you or anyone despite what we perceive to be the typical victim.
- **We want you to tell the story of someone who fell for a scam.**
You will need to choose one of the top 10 scams, represent how it was perpetrated and how it actually scammed the victim. Finally, you will need to show how to report the scam on BBB Scam Tracker.

“Top 10 Scams”

#1 Online Purchase Scam

These cons often involve purchases and sales, often on eBay, Craigslist, or other direct seller-to-buyer sites. Scammers may pretend to purchase an item only to send a bogus check and ask for a refund of the “accidental” overpayment. In other cases, the scammer will simply never deliver the goods.

#2 Investment Scam

These scams take many forms, but all prey on the desire to make money without much risk or initial funding. “Investors” are lured with false information and promises of large returns with little or no risk.

#3 Employment Scam

Victims of employment scams are led to believe they are applying or have just been hired for a promising new career while they have, in fact, given personal information or money to scammers for “training” or “equipment.” In another variation, the victim may be “overpaid” with a fake check and asked to wire back the difference.

#4 Advance Fee Loan Scam

In this scam, a loan is guaranteed, but once the victim pays upfront charges such as taxes or a “processing fee,” the loan never materializes.

#5 Fake Check/Money Order Scam

In this con, the victim deposits a phony check and then returns a portion by wire transfer to the scammer. The stories vary, but the victim is often told they are refunding an "accidental" overpayment. Scammers count on the fact that banks make funds available within days of a deposit, but can take weeks to detect a fake check.

#6 Home Improvement Scam

In this con, door-to-door solicitors offer quick, low-cost repairs and then either take payments without returning, do shoddy work or "find" issues that dramatically raise the price.

#7 Tech Support Scam

Tech support scams start with a call or popup warning that alerts the target to a computer bug or other problem. Scammers pose as tech support employees of well-known computer companies and hassle victims into paying for "support." If the victim allows remote access, malware may be installed.

#8 Travel/Vacation Scam

Con artists post listings for properties that either are not for rent, do not exist or are significantly different than pictured. In another variation, scammers claim to specialize in timeshare resales and promise they have buyers ready to purchase.

#9 Family/Friend Emergency Scam

This scheme involves the impersonation of a friend or family member in a fabricated urgent or dire situation. The "loved one" invariably pleads for money to be sent immediately. Aided by personal details they've found on social media, imposters can offer very plausible stories to convince their targets.

#10 Government Grant Scam

In this con, individuals are enticed by promises of free, guaranteed government grants. The only catch is a "processing fee." Other fees follow, but the promised grant never materializes.

BBB Scam Tracker

For information visit <https://www.bbb.org/scamtracker/us/>. As an additional reference you may download [the BBB Scam Tracker Annual Risk Report](#), it provides groundbreaking insights built from BBB Scam Tracker data.

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Prizes

TOP 3 VIDEOS:

Videos featured on our Facebook page and BBB Video Contest Website

Winning Team:

- \$1,000 for the school/program
- \$150 gift card per student
- Individual certificates

Second Place

- \$500 for the school/program
- \$100 gift card per student
- Individual certificates

Third Place

- \$250 for the school/program
- \$50 gift card per student
- Individual certificates

Finalists will have opportunity to meet and present to local PR and advertising experts. Top entries will have exposure on local media outlets and be recognized at 300-500 person business luncheon, with networking and potential internship opportunities.

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Judging

JUDGING CRITERIA FOR PHASE 1

- Production Quality: 30%
- Creativity of Message: 20%
- Marketing / Votes: 20%
- Representation of BBB's chosen service and Theme: 30%

JUDGING CRITERIA FOR PHASE 2

Top 10 teams, chosen by BBB and local PR and advertising executives, will have the opportunity to "pitch" their videos to judges.

- Production Quality & Creativity of Message: 35%
- Marketing / Votes: 20%
- Representation of BBB's chosen service and Theme: 20%
- Presentation: 25%

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FAQ

WHAT IS BBB?

For more than 100 years, Better Business Bureau has been a non-profit organization helping people find businesses, brands and charities they can trust. In 2017, people turned to BBB more than 160 million times for BBB Business Profiles on more than 5.2 million businesses and Charity Reports on 11,000 charities, all available for free at bbb.org.

WHAT IS THE BBB ACCREDITATION?

If a business has been accredited by the BBB, it means BBB has determined that the business meets accreditation standards. This includes a commitment to make a good faith effort to resolve any consumer complaints. BBB Accredited Businesses pay a fee for accreditation review and monitoring for continued compliance and to support BBB services to the public.

WHAT ARE THE BBB BUSINESS STANDARDS?

- | | |
|----------------------|---------------------|
| ✓ Build Trust | ✓ Honor Promises |
| ✓ Advertise Honestly | ✓ Be Responsive |
| ✓ Tell the Truth | ✓ Safeguard Privacy |
| ✓ Be Transparent | ✓ Embody Integrity |

View our detailed standards at <https://www.bbb.org/council/for-businesses/about-bbb-accreditation/bbb-accreditation-standards/>

WHAT ARE BBB RATINGS?

BBB ratings represent the BBB's opinion of how the business is likely to interact with its customers. The BBB rating is based on information BBB is able to obtain about the business, including complaints received from the public. BBB assigns ratings from A+ (highest) to F (lowest). In some cases, BBB will not rate the business (indicated by an NR, or "No Rating") for reasons that include insufficient information about a business or ongoing review/update of the business's file.

View the rating elements at <https://www.bbb.org/council/overview-of-bbb-grade/>

WHAT DOES A BBB BUSINESS REVIEW CONTAIN?

- History and general information regarding the business: business creation date, names of principals, alternate names for the business, licensing information etc.
- BBB rating
- Customer complaints and reviews (last 3 years)
- BBB Investigations, Ad Review
- Recent Government Actions

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Additional Information

COMPLYING WITH COPPA

The Children's Online Privacy Protection Act (COPPA) is a law created to protect the privacy of children under 13. The Act was passed by the U.S. Congress in 1998 and took effect in April 2000. COPPA is enforced by the Federal Trade Commission (FTC).

Because this BBB Student Video website is designed to target high school students, we have taken steps to ensure that personal information is not collected for children under the age of 13, or any age, without parental consent.

Contest participants' parents will complete and provide an electronic signature on an online parental consent form, in order to comply with COPPA. This comprehensive form will also include a credit card authorization that will serve as authentication of parental consent to participate in the program.

We will only collect personal information when express parental consent has been given. The information collected should be used to create a digital login for each participant, and to contact the participant and his or her parents regarding the contest.

PARENTAL CONSENT AND WAIVER TO USE VIDEOS

Parents and student participants will also provide your BBB with intellectual property rights to the videos that they create.

Each student's parents and the student must give consent and permission to use the videos that have been created.

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BBB Brand Guidelines

WHAT IS A BRAND? A company's **brand** represents their market identity—who they are, what they do, and how their product makes you feel.

So, what is BBB's brand promise? BBB = Trust

BBB helps people find businesses they can trust. Customers search businesses online at BBB.org before they buy products and services, and they look for the BBB Accredited Business seal, so they have confidence in the business' ethics and business practices.



The **seal** is a symbol of trust and a sign that BBB believes the business is trustworthy.

USING BBB BRAND IN YOUR VIDEO

Strong branding requires a consistent and clear message, clear communication of the brand promise, and use of certain approved language and graphics. Approved language and graphics are important because they help to convey the brand promise.

APPROVED LANGUAGE AND GRAPHICS

Here is a list of approved language and graphics for the BBB logo and brand - and how to use them. Be sure to use them **exactly** as they appear.

- If a letter is capitalized, make sure that it stays capitalized.
- The BBB logo should only be in blue or black - as it appears below.
- The logo should be featured prominently in the video.

If a **trademark** ® symbol appears near a word or phrase, be sure to include it. A trademark symbol means that a business has taken steps to make sure that it has a legal right to be the primary user of a word, phrase, or symbol. The public associates trademarked words or phrases with a business.

Brand Vocabulary:

BBB®
Better Business Bureau® Start With Trust®
BBB Accredited Business
BBB Business Review

APPROVED LOGO AND VARIATIONS:

Only the follow BBB logos are allowed. Do not create other logos, images, or icons. These logos all have the trademark ® symbol.



Color Logo
SPOT: PMS 7469
CMYK: 100/31/8/38
RGB: 0/90/120
HEX: #005A78



Black & White Logo



Reverse Logo
on black



Reverse Logo
on color

Protected Space Around All Logos:

So that it can always be clearly seen, it is important that logos have a protected area around them. No colors or other graphics should be too close to the logo. Protected space allows the logo to remain easily recognizable. The logo should have a white background. Reverse logos (white logos) will have a blue or black background. For all versions of the logo, the protected space around them should always be half the height of the "B."



Approved Tagline: Start With Trust

FONT: Use Verdana font. Exactly as it appears in the logo. Capitalize the "W" in "With."
Blue or Black.

*All logos will be available electronically for use in the videos.