

identity crisis video contest

- **By accepting the official rules, you are also agreeing for Worx Graphic Design to use your video and content in marketing and promotional materials**
- **Please do not show any logos in your video (e.g. on clothing, in the background, etc.).**
- **Please do not show any personal identification (e.g. license, street address, etc.).**
- **The entry cannot be longer than 60 seconds.**
- **The entry will be rejected if it has potentially offensive material.**
- **The entry cannot be submitted on another person's behalf.**
- **Each entry must be an original publication by the entrant.**

ELIGABILITY

No purchase necessary to win. Identity Crisis Video Contest is open only to legal U.S. residents who own a small business with 25 or less employees. Participants are ineligible if directly related to the panel of judges for the contest. By participating, entrants agree to be bound by these contest rules and the terms and conditions of the contest. Worx Graphic Design has the right (but is not obligated) to verify eligibility qualifications of any entrant or winner.

CONTEST RULES

Each participant or group may submit one video per business. Business owner must be present in video, and may (but isn't required to) be accompanied by employees. All submissions must be received by June 30, 2010 by 11:59pm EST. Late entries will not be accepted. All submissions must be entrant's original, personal creation, in English and cannot have been previously published, submitted for publication, screened, or publicly viewed. Modification of an existing work does not qualify as original. By submitting an entry, entrant hereby warrants and represents that the Entry conforms to the Entry Requirements set forth herein, including the following:

- Entry cannot be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, sexual orientation, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity;
- Entry cannot promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- Entry cannot be obscene or offensive, endorse any form of hate or hate group;
- Entry cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people or entities or their products or services;
- Entry cannot contain trademarks, logos or trade dress owned by others (except for trademarks, logos or trade dress owned by Sponsor), or advertise or promote any brand or product of any kind (except for brands and products owned by Sponsor), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses;
- Entry cannot contain copyrighted materials owned by others (including music, photographs, sculptures, paintings and other works of art or images published on or in websites, television,

- movies or other media) without permission;
- Entry cannot contain a 3rd party. Only one business can be featured in video;
- Entry cannot contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission;
- Entry cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and
- Entry cannot depict, and cannot itself, be in violation of any law.

HOW TO ENTER

Beginning May 3, 2010, 12:00am EST, 1) visit www.worxgraphicdesign.com/ID for contest rules and regulations. Fill out the registration form in it's entirety and agree to the terms and conditions.

2) Log on to your YouTube account and upload your video. You must have a You Tube account in order to submit your video online.

3) Copy and paste your You Tube video link into the required field in on the registration page.

(If you are not an existing user of YouTube, you will be required to create a free user account. When you register for your YouTube account, you will be required to agree to the YouTube Terms of Use, and YouTube Privacy Policy. Video must be no longer than (60) seconds featuring entrant only and his/her original video content. Video file size cannot exceed 7MB and must comply with YouTube video requirements outlined at http://www.youtube.com/t/howto_makevideo; and b) Complete and submit the online registration form according to the instructions provided.)

VIDEO CRITERIA

All videos must:

1. Be a minimum of 30 seconds long and a maximum of 60 seconds long
2. Business must visually tell us why they deserve or need a business identity makeover
3. Entrants may use, but not limited to, props, storyline, music, etc.
4. Video must contain photo or usage of current logo and marketing materials
5. Business owner must be present in video, and may be accompanied by employees if chosen to.
6. You may beg, plead, tell us a story, put on a play, sing and dance, stand on your head, etc. Wow us with your creativity.

JUDGING/FINALIST DETERMINATION

Based on the criteria listed below, a panel of 3 judges from Worx Graphic Design will select 3 entrants based on the following criteria:

1. Creativity (30) – unique presentation, obvious that time was put into concept
2. Message clarity and relevance (20) – clear breakdown of why business is having an Identity Crisis
3. Motivation and inspiration (15) – excitement, we want to truly moved
4. Overall Impact (10) – how are you going to make us believe you?
5. Current business identity (25) – Are your materials outdated/unoriginal/ineffective

The three (3) entrants with the highest total scores based on above criteria will be declared Finalists (subject to verification of eligibility and compliance with the terms of these Official Rules). In the event of a tie, entrant from among those tied with the highest score in Communication and marketing appeal of the Entry (1-100) will be declared a potential Semi-Finalist. If a tie still exists from among remaining pool of tied entrants, entrant with highest score in Originality (1-100) and then in Relevance to Contest

Topic (1-100), will be declared the potential Semi-Finalist. Sponsor reserves the right to select fewer than ten (10) Semi-Finalists if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries.

FINALIST NOTIFICATION

Finalists will be notified by telephone by July 16, 2010 before 5:00pm EST. Finalists will be posted to the Worx website by July 19, 2010. All other entrants will be notified by email on July 19, 2010.

PRIZES

All prizes are subject to contract and deposit (contract only to grand prize winner). Prizes include designing and coaching, and exclude printing costs and delivery charges.

GRAND PRIZE*

The grand prize winner will receive a full identity package, worth \$1000, including the following:

1. New original logo – (4 samples given, maximum 3 revisions)
2. Business Card Design (1) – (2 samples given, maximum 3 revisions)
3. Letterhead Design – (2 samples given, maximum 3 revisions)
4. Envelope Design – (2 samples given, maximum 3 revisions)
5. 25% discount on all other design services through December 31, 2010
6. Photo package from Anderson Photographs valued at \$1500 for staff, building and/or product images.

FIRST RUNNER UP

The second place winner will receive a \$750 discount on a full identity package, 20% discount on all other design services and \$750 off a business photo shoot from Anderson Photographs through September 1, 2010.

SECOND RUNNER UP

The third place winner will receive a \$500 discount on a full identity package, 20% discount on all other design services and \$500 off a business photo shoot from Anderson Photographs through September 1, 2010.

ALL OTHER ENTRANTS

Every entrant that complies with the rules and regulations will receive a 15% discount on a full identity package and \$100 off a business photo shoot from Anderson Photographs when ordered by September 1, 2010. Every valid entrant is a winner.



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