



ASSIGNMENT: PROMAXBDA SPORTS MEDIA MARKETING COMPETITION

- Part 1: Concepts
Part 2: Rough cut
Part 3: Work session/Fine cuts
October 30: Final upload

Competition Brief

The PromaxBDA Sports Media Marketing Summit and Awards celebrate the best practices in sports media promotion and marketing. PromaxBDA is offering college students the opportunity to create a killer promo for MLB Network.

The creative objective of this competition is to put together a promotion that captures the essence of a program and/or sporting events on MLB Network, either Opening Day or MLB Tonight.

Students should demonstrate understanding of the marketing objectives, creative concepts and effective editing as well as attention to sound design and motion graphics. The promo should be no longer than 60 seconds.

Process

This assignment is broken down into four parts

1. Promo concept statement and strategy
2. Rough cut 1
3. Promo rough cut 2
4. Promo fine cut and upload

Part 1:

- Research the sporting event or show to promote
- Create a profile on promaxbda.org
- Download the footage for the sporting events
- Think about how you can represent athletes, teams and the MLB Network to foster viewer engagement
- Think about an overriding concept for the promo that may use humor, drive empathy, drive team rivalries or any other strategies

- Based on your research, write a concept statement that includes a marketing objective



Part 2:

- Using Final Cut Pro or Premiere, subclip the footage and log all action and dialog meticulously
- Start editing the promo rough cut based on the feedback received in class
- Download music from megatrax.com
- If your concept calls for a voice over, write a VO script for the talent. Use Jason Marks for voice over talent

Parts 3 and 4:

- Following the rough cut critiques, refine your edit decisions and produce all necessary graphics
- Finalize your cut for final output

Goals and Outcomes:

- Demonstrate mastery of industry-standard software such as Final Cut Pro and After Effects
- Demonstrate critical thinking in research and marketing strategies
- Demonstrate thinking and planning skills that go into establishing a successful media brand solution
- Develop an understanding of sports marketing principles and practices
- Demonstrate an understanding of storytelling arcs in promotional contexts



Grading Rubric:

Criteria	Excellent	Satisfactory	Poor
Conceptual Intent	The treatment is focused on the conceptual intent and marketing strategies. Information provided is organized into a clear and compelling proposal.	The conceptual intent is somewhat stated, but lacks in clarity. Information provided does not always seem to support the concept.	The conceptual intent is lacking from the treatment, and information provided is superfluous and fragmented.
Research and Analysis	The concept/marketing strategy reflects a thorough knowledge of the sporting event and of its primary themes. Student demonstrates strong understanding of stylistic elements in the show.	The concept/marketing strategy reflects superficial knowledge of the sporting event and of its primary themes. Student demonstrates average and imprecise understanding of stylistic elements in the show.	The concept/marketing strategy reflects a lack of understanding of the sporting event and of its primary themes. Research is superficial. Student shows no evidence of understanding the stylistic elements in the show.
Aesthetic Proficiency (Editing)	The pace and editing rhythm is consistent and engaging. The cuts are void of unintentional flash frames and establish a strong sense of continuity. The edit itself is highly creative and expressive of a larger idea.	The overall pacing occasionally seems too fast or too slow, but is engaging to the viewer. The cuts establish continuity for the majority of the sequence.	The overall pacing seems erratic and lacks control and finesse.
Originality of Vision	The work demonstrates well-rounded, inventive and original ideas.	The work demonstrates traditional ideas with some attempt to visualize them with authorial voice.	The work does not demonstrate original thinking and is highly predictable.