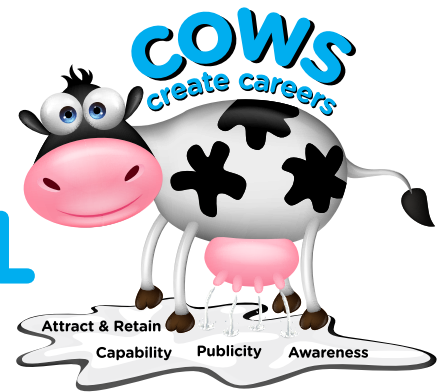


2024 COW-ATIVE CHOICES

DESIGN A DAIRY COMMERCIAL CHALLENGE



WIN \$1000

Lights – Camera – Action

Cows Create Careers and MaxCare would like to offer schools and students an exciting opportunity to produce a 60-second commercial to be used to promote the Australian dairy industry.

This commercial can replace the 3D Model or Mootube Movie component of either the junior or senior assessment tasks. Entries for your region close when assessments are due.

The 60-second commercial (+ or - 15 seconds) must conclude with the following acknowledgement:

Thanks to MaxCare & Cows Create Careers for the opportunity to participate in this promotion of the Australian dairy industry in 2024.

(Insert name of school, students and year level)

Include both the MaxCare and Cows Create Careers logo along with this acknowledgement.

To help get your ideas flowing watch some television commercials this evening, study the ones that you like, what makes them appealing to you? Is it because of the music, the humour or the actors?

Following are some tips to help you get started:

- Think outside the box, what will make your 60-second commercial stand out?
- Write a script, rehearse, film and provide plenty of time to edit your final commercial
- How do you wish to portray the message to the audience?

THE TOPIC FOR YOUR COMMERCIAL IS:

Feature one of the exciting careers that you can do in the dairy industry and show us what a day in the life of this profession is like. For example a dairy farmer, a vet, agronomist, cheesemaker, photographer, marketer, content creator, graphic designer or salesperson.

- Perhaps you can think about a catchy saying to incorporate into your commercial
- Use original footage, stay loyal to the topic, be creative but professional!
- Remember, less is more if your advert is longer than 60-seconds it is too long.

How does this work?

- The commercial will replace your 3D Model or Mootube Movie
- Three finalists will be announced by Monday 9th November 2024
- Finalists will receive feedback to resubmit their final entry
- These three final entries will be judged by dairy farmers via social media
- The winner will be announced by Monday 18th November 2024
- MaxCare will award the winning school entry \$1,000
- The final commercial will recognise the winning school and team design.

**TO GET YOUR IDEAS ROLLING
LOOK AT THE SCHOOL
RESOURCE MEMORY STICK!**