

MyMCM

# Video Contest

★ Will your video go viral? ★

## CALL FOR ENTRIES! Deadline September 13!

### WHAT DOES MELLON CAPITAL MEAN TO YOU?

As we celebrate our 30 year anniversary, it’s time to put a new twist on innovative thinking. The MyMCM video contest is your chance to come up with a creative answer to the question - “What does Mellon Capital Mean to me?”

Entries may be submitted July 24 through September 13, 2013. Voting will commence on September 16 and close September 30.

### Eligibility

To be eligible, you must be (a) current Mellon Capital employee(s). Sorry, contractors are not eligible to participate in this contest. You may work as a an individual or with a team.

### Entry Process and Guidelines

- Less than 2 minutes in total running time, including credits.
- Less than 500 MB.
- All entries must include a completed entry form from Sharepoint that you will email to Marketing Communications. There is no entry fee.
- Entry must consist of work-friendly content and must be suitable for screening at work. Contest submissions which contain nudity, sexually explicit imagery, profanity, graphic depictions of violence, gender or racial slurs will be disqualified.
- Entry must be an original production by (a) current Mellon Capital employee(s).
- Submission may be of any style or genre including, but not limited to narrative, experimental, documentary, video art, and animation.
- File Transfer Instructions (For SF office):
  - If you have USB access, you can transfer your video file directly to the the following location: \\mcmvideow7pc.mcm.com\\VideoDrop.
  - If you do not have USB access on your computer, you can visit a shared computer on the 17th Floor by HelpDesk to transfer your video to this location: \\mcmvideow7pc.mcm.com\\VideoDrop.
- File Transfer Instructions (For all other offices):
  - If you have USB access, you can transfer your video file directly to the following location \\mcmvideow7pc.mcm.com\\VideoDrop.
  - If you do not have USB access on your computer, please contact the MCM.HelpDesk and someone from your local IT will assist.

### Media and Running Time

- We accept video files from most newer digital cameras, camcorders, and cell phones in either an .AVI, .MOV, .FLV, or .MPG. Videos saved with the following settings convert and display the best:
  - MPEG4 (Divx, Xvid)
  - 720x540 resolution (4:3)
  - MP3 audio
  - 30 FPS (frames per second)
- Less than 2 minutes in total running time, including credits
- Less than 500 MB

## ENTRY FORM

1. Review the video contest information above for important info about eligiblity, video file types, and prizes!
2. Submit this entry form.
3. Follow File Transfer Instructions above. If you run into any problems, please contact MCM.HelpDesk.
4. You will receive an entry confirmation.
5. You will receive a second confirmation once your entry has been deemed eligible for the MyMCM Video Contest.
6. You are now entered in the MyMCM Video Contest!

Please contact MCM.Marketing Communications if you have any questions.

## PRIZES



Individual entry  
16GB iPad with retina display



Team entry (2-3 ppl)  
iPad mini for each individual



Team entry (4+ ppl)  
Mellon Capital sponsored party  
for the winning team



People’s Choice Award  
Commemorative Plaque & Ribbon

### Evaluation Criteria for Judging

1. Originality
2. Quality
3. Creativity
4. Artistic Merit

### Voting

- One prize winning video will be chosen by a panel of judges. Gabby will cast the deciding vote in the event of a tie. One People’s Choice Award winner will be determined by popular vote. People’s Choice voting will be done by all Mellon Capital employees using viewing and voting buttons on Brainshark.
- Call for entries is open until September 13, 2013.
- Voting will commence on September 16 and close on September 30.
- Winners will be announced at the 3Q Staff Meeting in October, and the winning videos will be aired.
- Prize(s) will be awarded after the official announcement.

If you have any questions about entering the contest or any of the guidelines, please contact MCM.Marketing Communications.

Your full name

Exact video file name in VideoDrop location

Title of video

Explanation of video concept (optional)

Office location(s)

Your team name (if applicable)

Full names of all team members

I certify that I have read the MyMCM Video Contest rules and that this entry is work-friendly. I, and/or all members of my team, are current, full-time Mellon Capital employees.