

Video Competition FKE UiTM with SalamWEB



SalamWeb

Assignment Timeline

3rd-6th September 2019	:	Introduction of SalamWeb and briefing to the students on campaign mechanics and campaign rules. (Brief to Students in 1st Week of Semester)
3rd September – 30 September 2019	:	Assignment Video started
1 October – 7 October 2019	:	Shortlisted 12 groups
8 October – 14 October 2019	:	Facebook campaign started
17 October 2019	:	Winner announcement
23 October 2019	:	Prize giving ceremony



Mechanics

Step 1:

Each video submission must communicate the following theme where the student needs to create a video explaining why does SalamWeb important in their daily life.

Inspire every Malaysian to live ethically by using SalamWeb

Step 2:

Each video submission must fall within the following length:

- Minimum: 30 Seconds
- Maximum: 1 minutes



Mechanics

Step 3:

- SalamWeb and UiTM logo to be included in every frame (on the upper right)



SalamWeb

- Each video submission must have the intro and outro frame
- The end frame should included:

Visit www.salamweb.com for more information!

Step 4:

Each video must be uploaded to Youtube.com and email the link to marketing@salamweb.com

Campaign Rules

1. There will be an elimination round for all submitted videos. Only top 12 videos will be selected by SalamWeb based on the criteria for judging.
2. SalamWeb and UiTM to own the rights for the all videos submitted by top 12 groups to be use as promotional purpose.
3. The top 12 videos will be uploaded to the official SalamWeb Facebook account in random order.
4. Once the video is uploaded to the official SalamWeb Facebook account, students are encouraged to share and increase the views.
5. One of the criteria for judging is total video views which accounts 20% of total score.
6. No vulgar or offensive material is allowed. These type of videos are instantly disqualified.
7. Each group can only submit one video per group.
8. Deadline of Submission (the YouTube link) is on September 30, 2019 before 5.00pm.
9. Top 12 videos will be uploaded on official SalamWeb Facebook Channel starting on October 1, 2019.
10. Video views campaign period on Facebook: October 8 – 14, 2019.
11. Announcement of winner will be on October 17, 2019.
12. Award Ceremony on the 23rd October 2019.

