



REGIONAL ADVISORY
October 29, 2019



INVITATION TO INFOMERCIAL AND JINGLE MAKING COMPETITION

This advisory pertains to the upcoming Infomercial and Jingle Making Competition to be conducted by the Department of Agriculture (DA)-Caraga Region to campaign for its twin goal: "Masaganang Ani, Mataas na Kita."

All Junior and Senior High School students from both public and private DepEd accredited-schools are invited to participate in the competition.

Attached herewith are the copies of the invitation letter and the criteria and mechanics of the competition. School entries must be submitted to DA Caraga Regional Office on **November 20, 2019 (5:00pm)** via email at da13caragainfo@gmail.com.

Should there be any clarifications, contact Ms. Rhea C. Abao (Information Officer II), at mobile phone no. 0912-471-0503 or email: da13caragainfo@gmail.com.

For information.

ESSD/mpb
10292019



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Republic of the Philippines
DEPARTMENT OF AGRICULTURE

Caraga Region

Capitol Site, Butuan City, 8600 Philippines

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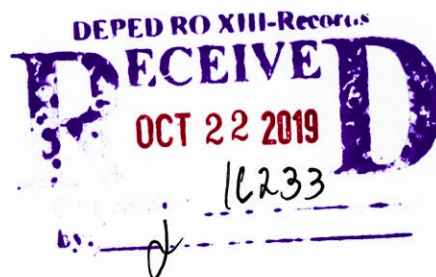
October 21, 2019

FRANCIS CESAR B. BRINGAS, Ph.D., CESO V

OIC-Regional Director

Department of Education-Caraga

Butuan City



Dear **Director Bringas**:

The Department of Agriculture (DA) – Caraga has been into several information campaigns towards making agriculture more attractive and more appealing to the youth.

For this year, DA-Caraga is engaging the youth to harness their innate creativity, to express their awareness on DA's twin goal Masaganang Ani, Mataas na Kita through the **Infomercial and Jingle Making Competition**.

With this, we would like to seek your support for the success of the conduct of this activity by inviting all junior and senior high school students, of both public and private DepEd accredited schools in Caraga region.

Interested participants must submit their entries on or before **November 20, 2019**. Please see attached mechanics of the said competition.

For details and additional queries, kindly contact Ms. Rhea C. Abao, Information Officer II at 09124710503 or da13caragainfo@gmail.com.

Thank you for your support and cooperation.

Respectfully yours,


ABEL JAMES I. MONTEAGUDO
Regional Executive Director

"A food-secure Philippines with prosperous farmers and fisherfolk"





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INFOMERCIAL CONTEST

Infomercial is a combination of the words 'information' and 'commercial.' It is a form video advertisement that acts as a stand-alone program to pitch a good cause or service with a call to action. It is an innovative way to deliver important messages and aspirations.

Mechanics:

1. The contest is open to all bona fide junior and senior high school students, of both public and private DepEd accredited schools and college students in Caraga region. The contestant(s) must be properly endorsed by their school/college/university authorities through a form that DA-Caraga shall provide.
2. Participants must be a group of at least three (3) members. Participants are encouraged to do research on their assigned topic.
3. Message of the infomercials should revolve within the following advocacies or campaign storylines which they are assigned:
Junior High - National Rice Awareness Month (NRAM): Eat Local, Buy Local
Senior High - Youth for Agriculture – *There's no Future Without Agriculture*
College Students – Farm Mechanization: Mekanisasyon, Napapanahon
4. The infomercial must be produced in full HD 1080p resolution mp4 format. The sponsors look at the creativity of the students/contestants, clarity and quality of the film should not be sacrificed.
5. An entry must be a one (1) minute presentation. Language/dialect preferred is English, Tagalog, and Cebuano.
6. The infomercial must be original and should have not been presented/ submitted in other contest.
7. The infomercials shall be uploaded to DA-Caraga facebook page for wider exposure.
8. Entries shall include a soft copy lay-out of the infomercial/cover (26" x 20" should be in high resolution saved in JPEG format ready for printing) which includes the title of the infomercial.
9. Requirements: Filled out application form, and soft copy (mp4 format for the final output) must be submitted on or before **November 20, 2019, 5:00PM** at da13caragainfo@gmail.com
10. Shortlisted participants will be invited to the awarding which will be announced before final schedule is determined.
11. Proper notice will be sent to the participants.

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Prizes

1st Place	:	P 20,000 + trophy
2nd Place	:	P 15,000 + trophy
3rd Place	:	P 10,000 + trophy

Five (5) Special Awards for ₱1,500 + trophy

Seven (7) Consolation prizes for P 5,000

Criteria for Judging

- **Relevance to the Theme (40%).** The content must be highly related to the theme they choose.
- **Creativity and Originality (25%).** The entrants must convey their ideas, messages, or thoughts in an artistic and imaginative manner through lens, narrative, performance, etc. The infomercial should be unique from any other published works.
- **Production Quality (25%).** The overall quality of the video should include smooth transitions, sharp focus, proper lighting, dynamically balanced audio and sounds, and engaging music.
- **Call to Action (10%).** The video must evoke emotions from the viewers and must engage them from the onset to the end without losing momentum.

JINGLE MAKING COMPETITION

A jingle is a short song or tune used in advertising and for other commercial uses and a form of sound branding. It contains one or more hooks and meaning that explicitly promote the idea, product, or service being advertised, usually with one or more advertising slogans.

Mechanics:

1. The contest is open to all bonafide junior and senior high school students, of both public and private DepEd accredited schools in Caraga region. The contestant(s) must be properly endorsed by their school authorities through a form that DA-Caraga shall provide.
2. Participants must be a group of at least five (5) members. They are encouraged to do research on their assigned topic.

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3. The jingle must focus on the theme assigned to the participants.

Junior High - National Rice Awareness Month (NRAM): Eat Local, Buy Local

Senior High - Youth for Agriculture – There's no Future Without Agriculture

4. The jingles should run for a maximum of three (3) minutes only.
Accompaniment is allowed. It should be recorded on mp3 format.
5. Lyrics may be in Cebuano or Filipino.
6. Requirements: Filled out application form, and soft copy (mp3 format for the final output) must be submitted on or before **November 20, 2019, 5:00PM** at da13caragainfo@gmail.com
7. Shortlisted participants will be invited to the awarding which will be announced before final schedule is determined.
8. Proper notice will be sent to the participants.

Prizes

1st Place	:	P 20, 000 + trophy
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Five (5) Special Awards for ₱1,500 + trophy

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Criteria for Judging

- **Musicality (40%).** Catchy melody, lively music, rhythm, and recall.
- **Lyric Content (30%).** Originality, coherence, ingenuity, and relevance to the theme.
- **Creativity (20%).** Fresh sound, unique approach to jingle writing, use of structure, instruments and vocals.
- **Overall Impact (10%).** Overall effect and impact on the audience.

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