



Agriculture TikTok Commercial Competition

Objective: Competition aims to inspire creative storytelling by challenging participants to produce engaging 15 to 60-second TikTok commercials that vividly depict various facets of agriculture. The objective is to foster originality, emphasize the relevance of agriculture, and encourage the use of TikTok features. Through this competition, we aim to spotlight the dynamism of agriculture and create a platform for participants to showcase their creativity while competing for exciting prizes.

Instructions for TikTok Commercial Competition: This competition encourages participants to unleash their creativity and showcase the dynamic and vibrant world of agriculture through engaging TikTok commercials. Here are the instructions:

Team Formation:

- Form teams with a minimum of 2 and a maximum of 4 participants.
- Participants can include students, teachers, or anyone passionate about agriculture.

Competition Theme: Create TikTok commercials that highlight various aspects of agriculture, such as farming practices, sustainable agriculture, agribusiness, farm-to-table concepts, or innovations in the agricultural industry.

Time Limit: Each TikTok commercial should be between 15 to 60 seconds. Keep it short, snappy, and attention-grabbing!

Content Guidelines:

- Emphasize creativity and originality.
- Incorporate music, captions, and effects to enhance your message.
- Clearly convey the connection to agriculture and its significance.

Hashtags: Include the competition-specific hashtag in your TikTok captions: #TuskegeeEXERTAgTikTokCompetition.

Submission:

- Upload your TikTok commercial to the platform and make sure it is set to 'public.'
- Each team must submit their TikTok video link along with a brief description of the commercial to the designated submission platform or email address.



Evaluation Criteria:

- Creativity and Originality: 30 points
- Relevance to Agriculture Theme: 25 points
- Engagement (likes, comments, shares): 20 points
- Use of TikTok Features (music, effects): 15 points
- Overall Presentation: 10 points

Prizes: Exciting prizes will be awarded to the top three teams with the highest scores based on the evaluation criteria.

Deadline: All TikTok commercials must be submitted by February 9, 2023. Late submissions will not be considered.

Contact: For any clarifications or assistance, contact Dr. Richard Whittington (rwhittington1@tuskegee.edu), Dr. Billie Grant (bgrant@tuskegee.edu), and Ms. Sheanell Edwards (sedwards@tuskegee.edu).

Get ready to showcase the dynamic and diverse world of agriculture on TikTok! We look forward to seeing your creative and impactful TikTok commercials. Happy filming!

The EXERT Competition is part of the Annual Farmers Conference at Tuskegee University, an educational forum that features tours, panel discussions, interactive demonstrations, concurrent workshops and EXERT competition.

APPLICATION DUE DATE – December 11, 2023

Event Timing: March 12th-15th, 2024

Event Address: 132nd Farmers Conference at Embassy Suites,
300 Tallapoosa Street, Montgomery, AL, 36104

Website: <https://www.tuskegee.edu/programs-courses/colleges-schools/caens/conferences-workshops/farmers-conference>

