



THE 77-SECOND VIDEO GUIDELINES

PURPOSE

The 77-second video is an opportunity to tell your story and promote your Enactus team project. Your video should intelligently and emotionally engage viewers with context of Enactus: WHY and HOW you Take Action and Enable Progress.

Focus on one or more of the following topics in your 77-second video:

- **Shared Insights**
- **Business Innovation**
- **Entrepreneurial Action**
- **Positive Impact**

The 77-second video is a requirement to compete for Progress Rewards, however it will not be used to evaluate your project.

You are encouraged to share your video through your media channels of choice. We may also choose to promote any submissions via social and earned media.

REQUIREMENTS:

1. Address one or more of the four bullet-point topics above.
2. Your project must be addressed as an Enactus project.
3. You must recognize the Race by name or logo.
4. The video must be hosted on a publicly accessed server via a link through 2019.
5. If language is used, it must be in English or have English subtitles.
6. All imagery and music may only be used by permission of the creator and/or rights free.
7. The video must be no longer than 77-seconds in length.

PRODUCTION & PRESENTATION TIPS:

1. **AUDIO:** If you use language make sure it is clear and deliberate. Add English subtitles if applicable. Test the audio level so that there is no distortion during the loudest portions while the softest portions are still clear.

2. **VIDEO:** Make best use of artificial or natural lighting to create clear pictures. Align the video with the audio so it is easy for the viewer to be engaged in your story.
3. Consider how your team demonstrates our Enactus values: Integrity, Passion, Innovation, and Collaboration.
4. Use this opportunity of creating a video to add team members and engage your community with a skillset for videography and storytelling through the creation of compelling content.

WHY 77 SECONDS?

In alignment with precisely timed Enactus presentations, great entrepreneurs manage and have a respect for time. Seventy-seven seconds demonstrates precision and a respect for the viewer's time. Enactus is also developing the idea of 77-second Enactus Film Festival for the future. This makes your video potentially eligible for more recognition at a later date. We may also choose to add a pre-produced 6-second intro and a 7-second call to action at the end of each video, making the video a maximum length of 90 seconds, ideal for programming.

Do your best to make your video at least 70 seconds and as close to 77 seconds without going over and have fun sharing your story!

SUBMISSION INSTRUCTIONS

More information on submitting your 77-second video coming soon.