



TUC

60

SECOND  
AD CONTEST

MAKE A SHORT  
ADVERT ABOUT  
TRADE UNIONS  
AND WIN A PRIZE!

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## SECOND AD CONTEST

### How To Enter

For info, rules, and tips go to  
[www.tuc.org.uk/tucadvertcontest](http://www.tuc.org.uk/tucadvertcontest)

Closing date for the contest 17th August 2009

Take up the TUC challenge to make a short advert for youtube that illustrates the positive role that trade unions play in the world today. There are three prizes worth £250 and the winning entry will be shown at TUC Congress.

Your audience are those who have little or no knowledge of trade unions. You are encouraging them to think about the role of unions and to either join or get involved. How would you do it? Something scripted? Interviews? Are there visual ways you could suggest core trade union values such as equality, fairness, justice, respect?

It's up to you what techniques you use, and you can be as mainstream or quirky as you like. Imagine people forwarding it to their friends, or including it in blogs or social networks. We are not looking for the next Steven Spielberg: a great idea well presented matters much more than directing experience or superior technical skills. Here are two places to kickstart your ideas [www.youtube.com/strongerunions](http://www.youtube.com/strongerunions) and [www.youtube.com/cannesliions](http://www.youtube.com/cannesliions)



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