



ShareYourVille Video Contest

Professional Division – Creative Brief

Contest Description:

Create a 15-second or 30-second commercial-quality video to share the Johnsonville experience with existing fans and to attract new consumers. Choose one of the following categories. One overall professional winner will be chosen from all professional entries and awarded the \$10,000 cash professional grand prize.

Potential Uses for Video:

- National Broadcast TV Spot
- Video Pre-Roll Advertising on major web sites
- Pilot concept for Johnsonville Web Series
- Featured Content on www.Johnsonville.com and other Johnsonville owned or affiliated websites and social network profiles/pages

Categories:

- **FRIENDSVILLE** – Who is part of your VILLE? How do you hang out and use the great taste of Johnsonville Sausage to make these moments even better?
- **FAMILYVILLE** – These are your folks. Share with us how you spend times together with the great taste of Johnsonville Sausage.
- **EVENTVILLE** – Share with us what takes you to your special place. A day on the lake? Tailgating before the game? How does the great taste of Johnsonville Sausage make this a more memorable event?
- **LOCATIONVILLE** – Where do you live? Invite us into your backyard and share your Johnsonville Sausage grilling recipes & tips. Happen to live in a “VILLE” of your own (Jacksonville, Bentonville, Libertyville)? Share your “VILLE” experience with us!

Brand and Consumer Insights:

Wisconsin-based Johnsonville Sausage is the No. 1 national brand of brats, Italian sausage, smoked/cooked links and fresh breakfast sausage links and is available in about 30 countries. Johnsonville employs approximately 1,300 members. Each member takes ownership of product quality to ensure the excellence and “Big Flavor” of Johnsonville Sausage. Founded in 1945 by Ralph F. and Alice Stayer, the company remains privately owned today.



Johnsonville Essence:

- Sizzling sausage on the grill signals the weekend, summer, vacations, etc.
- “Sausage is all we do.” From Brats to Italian to Smoked/Cooked to Breakfast, Johnsonville is the country’s leader.
- Johnsonville delivers consistent flavor and quality.
- Johnsonville means trusted products from a company that was established in 1945.
- Johnsonville adds fun and flavor to the time you spend with friends and family. It is part of the moment, NOT the reason for it.
- Johnsonville is contemporary, but NOT trendy.
- Johnsonville is casual, comfortable, genuine and fun, but NOT warm and cuddly.

Consumer Sentiments:

To see what consumers are saying about Johnsonville and for more inspiration:

- Visit us on Facebook at www.facebook.com/Johnsonville
- Visit the Johnsonville YouTube channel at www.youtube.com/OfficialJohnsonville
- Follow Johnsonville on Twitter at www.twitter.com/JvilleSausage
- Check out www.BigTasteGrill.com and www.twitter.com/BigTasteGrill
- Visit our Flickr page at www.flickr.com/photos/OfficialJohnsonville

Creative Assets:

For high-resolution logos, product images and other graphic assets visit Johnsonville’s Electronic Arts Department at <http://ead.Johnsonville.com>. For more background information and to check out our line of products and delicious recipes, visit www.Johnsonville.com.

For an optional cleared music track (48k 16 bit stereo AIFF file) which is currently being used in a Johnsonville national TV spot), download at <http://www.matrixpictures.com/jvl/Summerville.zip> or <http://dl.dropbox.com/u/7070526/Summerville.zip> OR <http://www.interdubs.com/r/jump/?al=PlxeaNW&an=slvsq4&e=MzJP9DZ3J> or login via webserver at <http://www.interdubs.com/r/jump> user name: johnsonville_1020001 password: music file



Video Submission:

Video must be the sole, exclusive, and original creation and property of the contestant and can not be copied in whole or in part from any other work. Video may not violate or infringe (other than a Johnsonville Sausage, LLC trademark, trade name or logo) any copyright, including music and sound, trademark/trade name, logo, or intellectual property right, other proprietary right of any person (including but not limited to rights of privacy or publicity or portrayal in a false light), or entity. Contestant must have all rights, releases and permissions which may be necessary from any individual appearing in the video and from the videographer of the video. For a full description of all requirements, please see the Johnsonville ShareYourVille Video Contest Official Rules on www.ShareYourVille.com

Video Requirements:

Professional Division videos must be exactly fifteen-seconds (0:15) or thirty-seconds (0:30) in length and may not exceed 100 MB in size. Acceptable formats for upload include .wmv, .mov, .mp4, .avi, .flv, .mpg, H.264, .3gp, .3g2, .mj2, .m4v, .vp6, and .asf.

Adjustment of sound sampling, resolution/video dimensions, format and other options to maximize quality while preserving file size under 100MB is encouraged. Neither height nor width can be odd numerically or else diagonal distortions may occur in the outputs (e.g. dimensions of 1023 x 768 should not be used because 1023 is an odd number). A video with 16:9 aspect ratio without any black borders with resolution of 1280x720 or higher with a framerate of 30 fps may be optimum.

A Professional Division contestant may upload various version of the same video using different adjustments to stay under the 100MB limit. Administrator will select the best quality version as the entry to be judged.