

## **WCMA Award Video Guidelines**

The WCMA Innovation Awards are judged by a panel of industry experts. Since the submission of your product is virtual, it is incumbent that you create an effective short video that fully illustrates and describes the nominated product so that the judges can more accurately evaluate your offering.

Based on feedback from the panel of judges, they are looking for the following elements to be included in your “show and tell” video. Please be guided accordingly as these suggestions are designed to help improve your chances of success.

### **The following are the key elements of your product nomination video:**

- Generally, describe the product and provide the rationale for its creation
- Confirm whether it is a stock or custom-made product
- Show and verbally describe the product’s unique features
- Describe the resulting benefits that a user would experience from these unique features.
- Show the product from the front, the back and from either side.
- Show and explain how the product is designed to be installed (show brackets etc.)
- Demonstrate and describe how the product is designed to be operated.
- If there is a motorized option, please show and describe
- If there is an automated operation, please show and describe
- Highlight its aesthetic and fashion elements and showcase the breadth of color/ texture/materials
- Indicate the location(s) where the product is likely to be produced.
- Do not forget to document your company name, product name, and the name(s) of those responsible for its creation.