

The Value of Life Insurance

A SHORT VIDEO
CLIP CONTEST



An Initiative By:
Asia Pacific Financial Services Association

The Idea

Life is full of uncertainty and no one knows for sure if tomorrow will arrive. Disasters and catastrophes bring much sufferings and sorrows to unprepared families.

Life insurance, dubbed as one of the greatest inventions in the world, has never failed to deliver in the hours of need; providing shelter for the widow, food for the family and children's continuous education in times of the pre-matured death of the breadwinner.

Human life is indeed fragile; some did not wake up in the morning and left this beautiful world; many departed hurriedly without even saying goodbye to their loved ones. Death is unavoidable, but life insurance is a powerful product which is specifically designed to prevent the deceased's income from dying with him.

To further promote and popularise this noble product in reaching out to the uninsured or under-insured, APFinSA has taken this bold initiative, through a series of short video clips that carry the important message of life insurance coverage, missioned to raise the penetration rate in Asia Pacific countries.

Our Objectives

1. To help raise the insured population in Asia Pacific Countries.
2. To present simplified life insurance concepts via multimedia.
3. To create awareness on the urgency to transfer risks.
4. To awaken the viewers on the responsibilities of keeping families together through life insurance protection planning.



Contest Rules

1. Video clip production must be new and original.
2. Video clip must not violate any copyrighted works belonging to third parties. It must be totally free from copyright, both music and visual.
3. The duration of video clip should not be more than 5 minutes (300 seconds), including the beginning and ending credits. The minimum length should be 3 minutes including credits.
4. Voice-over can be in any language or dialect, and it is compulsory to display English subtitles.
5. No limitation to equipment used for production, ie. camera, iPhone or professional equipment is welcome.
6. Contestant/Participant can submit more than one production, and each production will be treated separately, fairly and equally.
7. Insurance agents /financial advisors /practitioners or the general public are welcome to join the contest.
8. Family members of APFinSA Board and Member Countries' LUA Presidents are automatically disqualified to participate.
9. APFinSA reserves the absolute right to use all the winning video clips, namely 1st, 2nd, 3rd winning productions and the 5 consolation-prized video clips for social promotion to the general public.
10. Any insurance company's name, logo or any symbols of the current life insurance company are strictly prohibited to be shown in the video clip production. Any such violation will automatically disqualify the entry.
11. Winners will be notified by email. Presentation ceremony (if any) will be informed in due course.

Judging Criteria

- 1. Content**
 - Inspiration - 10 (marks)
 - Reality - 10
 - Creativity - 10
 - Story line - 10
 - Relevancy to contest theme - 10
- 2. Performance**
 - Natural - 10
- 3. Production**
 - Lighting and sound track - 10
 - Editing /continuity - 10
 - Audio & voice over (includes subtitles) - 10
 - Entertainment value – 10

Total 100 marks

Prizes

| | |
|----------------------|--------------------------------------|
| Winner: | S\$4,000 (<i>Singapore Dollar</i>) |
| 1st runner-up: | S\$2,000 |
| 2nd runner-up: | S\$1,000 |
| 5 Consolation Prizes | S\$500 each |

Panel of Judges

APFinSA Board members and Presidents of 9 Member Countries' Life Underwriters Associations (LUA) will be the judges.

The decision by the judges will be final. No appeal will be entertained.

Disclaimer

APFinSA as the organizer, takes no responsibility whatsoever on copyright or intellectual property that may have been violated (if any) by the contestants. Producers or contestants are fully responsible for such violations of copyright or intellectual property, if any.

Closing Date

30 November 2019 at 5.00pm

Completed productions should be uploaded to Google drive, and the link sent to info@apfinsa.org



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