



Adventures in Marketing: Cefiore Video Contest



Well, you knew this would happen sooner or later. **Cefiore is trying their hand a little viral marketing by launching a video contest.** Prove how much you love Cefiore on YouTube, win \$2,500 and free frozen yogurt for a year. Some rules:

- The video must be between 30 to 60 seconds max (no froyo opus, please)
- No brand names or trademarks other than Cefiore (sorry, no Ed Hardy T's)
- "Must keep with Cefiore's image" (sorry, no Paris sex tape-type antics)
- Only Cefiore's theme song or your own original music allowed (sorry, no Kanye)
- No copying or plagiarizing from any source (sorry, no "swirly bliss" references)

Videos will be judged on 30% creativity, 40% on how well it communicates the Cefiore brand, and 30% overall appeal. Granted, the money would be nice but who can eat that much froyo?