

**Product/Brand description**

Launched in Singapore in March 1st 2008, Coca-Cola Zero (aka "Coke Zero") offers Singapore consumers the same authentic taste of Coca-Cola (aka "Coke") and zero sugar, providing a zero-sugar alternative to their favorite Coke.

Just as how Coke Zero has proven to the world that IT IS POSSIBLE to have the same real Coke taste AND zero sugar, the brand, in its bold and irreverent tone, encourages the Singaporean Youth to go forth to challenge status quo and conventional wisdom to create better possibility for themselves.

Objectives

In 2009, Coke Zero will launch a new campaign called "It's Possible". Through its new campaign, the brand endeavors to show Singaporean Youths that the 'Impossible IS Possible' ...just as how it is possible to travel to the moon, to listen to 10,000 songs on-the-move, to stay connected wirelessly to friends 24/7, and to have real Coke taste and zero sugar.

In line with its new campaign, Coke Zero is calling out to all Singaporean Youths to create their own "Impossible IS Possible" TV Commercial based on the Coke Zero brand belief of 'challenging conventional wisdom of what's impossible to create a better possibility for themselves'.

The submitted entries MUST convey the message of 'It's Possible' or 'Impossible made Possible' and how that delivers on better positivity (for self or in general). Graphic elements as well as sound track and the same sign off as the TVCs have been provided which can be used but are not mandatory. However, all entries will have to incorporate at least one of the Coke Zero brand elements (e.g. logo) for synergy with the campaign.

The winner will be selected by a panel of judges, where the best entry not only stands to win a cash prize of S\$10,000 but also a chance to have their work broadcast locally!

Target Audience

Members of Eyeka who are citizens or residents of Singapore and the general creative community of Singapore.

Prize / Reward

One prize of SGD10,000 cash and have the winning entry broadcast locally

Who can apply?

Graphic designers	
Photographers	
Video makers	X
Animators	X

Country/region coverage

Countries specific Singapore	X
Asia (including Middle East, Russia, South East Asia, Greater China, India, Australia, NZ)	
Worldwide <i>(including eyeka.com community)</i>	

Contest duration

Start date: 04/03/2009
End date: 01/05/2009
Time: 11.59 PM {Singapore Time}

Video / Animation Technical specifications

- Maximum Length: 30 seconds
- Sign off and sound track of the original TVC have been provided but are not mandatory.
- All entries will have to incorporate at least one of the Coke Zero brand elements (e.g. logo) for synergy with the campaign
- Encoding : MPEG 4, H.264, XVID
- 640 X 480 PAL , MOV / WMV / AVI / MP4
- Video rate : 400 kb/s minimum, Audio rate : 64 kb/s
- For TV broadcasting issue, you must supply the original working files in the format below upon request: PAL DV Tape/MOV file 720 x 576 screen resolution, 25 FPS, 44.1 kHz for audio (applicable to MOV file)

Do's & Don'ts

- All submitted material are non-returnable
- No restrictions on the number of submissions per participant
- Entries must be original and exclusive to the participant, true and verifiable
- Eyeka Asia has the right to reject entries containing obscene, racist, unethical, dangerous, violent or legally objectionable material, or material that may infringe upon any person's personal or property rights. Such entries will be immediately disqualified and not allowed on the Call for Entries.

MATERIAL's checklist

Documents	Format	
Coke Zero LOGO (Hi-res)	.PSD	
Sound Track	.MP3	
Sign off	.MPG	
Can and Bottle	.JPEG	
Hexagonal Ice	.TIF & .AI	
Refreshment Bubbles	.AI	
Masthead	.JPEG	
Impossible Crossout	.AI	

Entries that do not meet the following above listed criterion will be disqualified. Participation in the Contest is subject to the Terms and Conditions of the Contest

Any further information, please send an email to: community.asia@eyeka.com