



A remotely co-ordinated initiative



## CONCEPT

An initiative designed to unite the Arena Animation Family together even while at home and encourage them to be stronger everyday.

A way to show solidarity for India and its Corona Warriors, Arena Animation invites each one of you to compose and create a remotely coordinated music video with your team members.

Let's come together and spread the positivity!





## THEME

- Purpose: To spread hope and positivity amongst the citizens of the nation and inspire everyone to fight the battle of Corona Virus together
- Tagline: **We will Rock You!!!**
- Sound Track (Audio Beat) to be used:  
<https://drive.google.com/open?id=1ozvcEECbikr15EkKaAgBsQTZFpenG6wO>





## REFERENCE & RESOURCES

#FAMILY

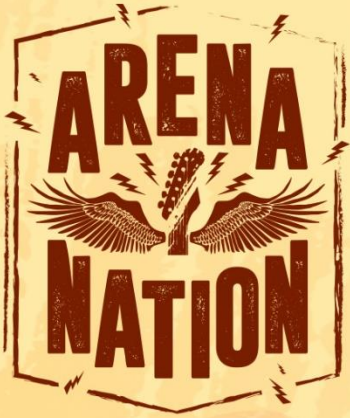
<https://www.youtube.com/watch?v=ju7ku--S6F4>

Latest Bollywood Track

<https://www.youtube.com/watch?v=wh-sRmTWGTw>

QUEEN - WE WILL ROCK YOU (KARAOKE VERSION)

<https://www.youtube.com/watch?v=j8Mkv84V9mY>



# PROCESS



1. Create a group



2. Download the soundtrack



3. Identify a team lead to distribute the work among members



4. Team to coordinate and assign the responsibilities



5. Use chorus & theme in every stanza/verse



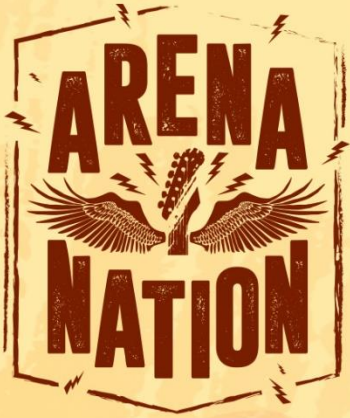
6. Practice the song as a Team



7. Compile the song  
Convert song to MP4 Video

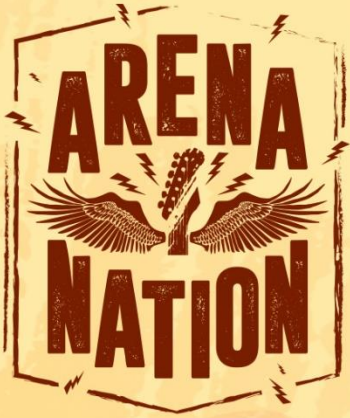


8. Submit Entry to Regional Academics Head



# WHAT YOU NEED TO KNOW?

1. Create a group of 4-5 members, it could comprise of a Student, Centre Head, Business Partner, Counsellor or Faculty
2. Download the sound track shared and use the same beat for the music
3. Elect one team lead for the group
4. Team lead will distribute story line, concept, lyrics/content writing, singing & music composition amongst the group members
5. Team has to use Chorus or theme (We will Rock You) at the end of every stanza/verse
6. A practice session to be conducted before the final video
7. Video to be compiled by the leader or one of the members of the group and then converted into MP4 format
8. Entries to be submitted as per deadline to the Regional Academic Head



# IMPORTANT POINTS TO REMEMBER

- **Activity Date:** 14<sup>th</sup> April to 25<sup>th</sup> April,2020
- **Format:** MP4 HD Video
- **Duration:** 2minutes maximum
- **Stakeholders:** Activity open for everyone in the Arena Animation family
- Team must compose their own lyrics in any language, but end the song with “We will Rock You” (which needs to be mentioned in English as it is)
- Entries to be shared to Academics Team or Regional Academics Head
- Usage of footage from online or any other resource is not allowed
- The jury would decide the best entries which will be selected for social media promotion and the jury’s decision is the final decision
- No entries to be accepted post **25<sup>th</sup> April,2020**



# LYRICS FOR REFERENCE

Jai jai hey  
Jai jai hey  
Jai jai hey jai

Ho.. jai jai hey  
Jai jai hey  
Jai jai hey

Phir se sheharon mein raunak aayegi  
Phir se gaon mein lautegi hansi  
Phir se saath saare yaar honge  
Na hogi paanbandi  
Na rok hi koi

Phir se sadakon pe sab naachenge  
Patri pe pahiyee bhaagenge  
Goonjege khelon ke maidaan  
Baatenge sab khushiyan  
Gham bhi hum milkar baatenge  
Phir se hogi sapno ki udaan

Jo saath de saara India  
Phir muskurayega India  
Jo saath de saara India  
Phir muskurayega India

Jo saath de saara India  
Phir muskurayega India  
Jo saath de saara India  
Phir muskurayega India

Jo saath de saara India  
Phir muskurayega India  
Phir jeet jaayega India  
Phir muskurayega India

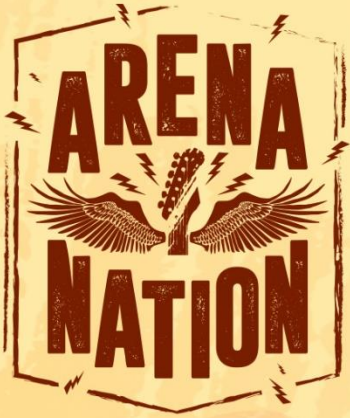




# AMPLIFICATION



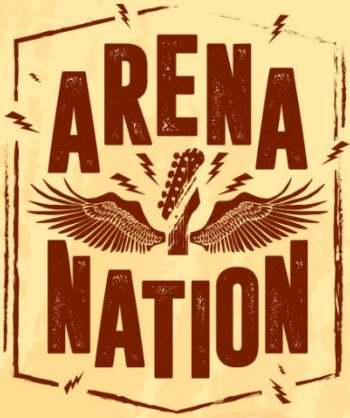
Selected top videos will be collaged and promoted on social media & digital platforms of the Brand



# RULES & REGULATIONS

- Arena Animation reserves the right to qualify & publish all submitted entries
- Participants must send entries as required in the contest announcement in order to be eligible. Entries received after the deadline set forth in the contest announcement are null and void.
- All entries submitted by you will become the sole and exclusive property of arena animation, and arena animation shall have no obligation to preserve, return, or otherwise make available to you or others any materials.
- By submitting materials to arena animation, you represent and warrant that the materials do not infringe any copyright, trademark, property rights, rights of privacy or publicity of any person, or any other right of any third party and that you have the full and unrestricted right to transfer the materials to arena animation free and clear of any claims or encumbrances.





# RULES & REGULATIONS

- You acknowledge and agree that arena animation shall have no obligation to post, display, or otherwise make publicly available any materials submitted by you.
- You acknowledge and agree that materials submitted by you may be made available by arena animation for viewing, rating, reviewing, and commenting by the public. You acknowledge that comments or ratings that you disagree with or are unhappy about may be published or otherwise become associated with materials that you submit to ARENA ANIMATION. By submitting materials to ARENA ANIMATION, you waive any privacy expectations that you may have with respect to the materials.
- By being a part of the activity, you conclusively are deemed to have agreed to be bound by these contest rules and terms and conditions as well as by any rules specific to such contest. This is an irrevocable condition of entry.





Thank You!