



## Video Essay Competition

Powered By Walmart



The video essay competition, powered by Walmart, was created to defray the cost of higher education for students. Award money can be used toward textbooks, study materials, or any expense related to the cost of achieving higher education. Students who are currently attending any 2-year or 4-year college or university may apply.

First place: \$100 - \$150 (depending on available funds)

Second place: \$50 - \$75 (depending on available funds)

This program is administered by the Council for Retail and Sales (CRS), housed at DeSales University. Every complete application received by the required deadline will be given a fair and careful evaluation. Awards are given without regard to race, color, creed, religion, sex, disability or national origin. All information will be held in strict confidence by CRS. All applications become the property of CRS and cannot be returned.

Faculty running the competition as part of a course are allowed three entries.

**Carefully review your completed application before it is submitted. Incomplete applications will not be reviewed.** The CRS reserves the right to process only those applications found to be complete by the application postmark deadlines.

### **Application Process**

Applicants must apply online at [thecrs.org](http://thecrs.org).

### **Submission Topic: Panic Buying During a Pandemic**

Many consumers engage in panic buying (buying large quantities of a product) when there is a perceived or real threat and a fear that there will be shortages in the supply of a product(s).

Why does panic buying occur and how do retailers keep up with the increased demand/replenishment with the current constraints on the supply chain?

**Students should submit:**

- 1-page executive summary (document any sources used)
- 3 - 5 minute video (you may use any technology to record; student's face must be shown in the video presenting)
- Resume (optional)

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Application must be submitted by **Apr 1** for the spring semester.

**Selection Criteria & Notification**

Award recipients are selected by a panel of industry judges. Students will receive a confirmation of application but only winners will be contacted by the committee.

**Award & Payment**

The judge's decisions are final. Awards may be used in any year and are non-renewable. Awards are paid in one installment. Recipients will be issued a check, which will be mailed to the address on the application.

**Revision Policy**

The general conditions and procedures under which awards are made are subject to periodic review by the CRS and Walmart, including termination of the program.