


 Unit 20-22 Laporte's Plaza, Academy Way
Downtown, Providenciales,
Turks & Caicos Islands, TKCA-1ZZ

 649-344-0478

 www.isutci.com

 isu@gov.tc

National Jingle Competition Framework

Theme Options (choose one)

Cause and Effect

Prompt: Compose and perform a jingle that communicates the causes and challenges of informal settlements in TCI.

Sustainable Development

Prompt: Compose and perform a jingle that inspires people to build safer, more sustainable communities.

Solutions

Prompt: Compose and perform a jingle that motivates youth and communities to be part of the solution to informal settlements.

Rules and Submission Procedure

Eligibility: Open to all residents of the Turks and Caicos Islands no younger than 12 years old and no older than 18 years old as at December 12, 2025.

Entry type: Individual

Submission format: All jingles must be submitted as a video recording of the participant performing the jingle.


Video length: 30–60 seconds


Video requirements:


The performer must be clearly visible in the recording.






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Lip-syncing or miming is not allowed; the video must capture an authentic live performance.

Simple backgrounds are acceptable — no elaborate staging required — but entries should be well-lit and clearly show the performer.

Lyrics must be original, clean (contain no expletives or offensive language), age-appropriate, and relevant to the theme.

Music Accompaniment Rule

Jingles must be performed a cappella (voice only) or with acoustic drum accompaniment (hand drums, congas, bongos, djembe, or similar).

Electronic instruments, pre-recorded tracks, or amplified effects are not allowed.

If drums are used, they must be played live by the performer or another student/youth who is visible in the video.

The drum accompaniment should support the rhythm but must not overpower the lyrics or main message of the jingle.

File format: MP4 (preferred) or MOV. Maximum file size: 300 MB.

Submission process:


Upload the video to the official ISU competition submission portal by the deadline.


Each submission must be accompanied by a completed entry form


Once uploaded, entrants will receive an automated confirmation email.


Language: English, Creole, Spanish.



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Deadline: December 12, 2025

Judging Criteria

Message Clarity and Relevance (25 percent): How well the lyrics reflect the theme.

Creativity and Originality (25 percent): Unique melody, lyrics, or rhythm.

Catchiness (20 percent): Memorability and potential for use in campaigns.

Performance Quality (20 percent): Vocal delivery, enthusiasm, clarity.

Technical Quality (10 percent): Recording clarity (does not require professional quality but must be understandable).

