

# BEAT THE CLOCK!

## DISTRIBUTOR SOCIAL MEDIA CHALLENGE

The “Beat the Clock!” challenge will prove anybody can connect a Yaskawa Variable Frequency Drive to a Rockwell PLC in 60 seconds or less.

We’re asking for your participation! Select three or more associates you believe would have fun creating a “Beat The Clock” video and then contact your Yaskawa sales rep to schedule a time to complete the challenge!

### HERE’S A QUICK LOOK AT HOW THE DAY WILL GO:

1. If there is more than one participant at your place, we will meet as a group to review the drive connection process and explain how we will shoot the video. This shouldn’t take more than 15 to 20 minutes.
2. We will then shoot videos individually. This should take 10-15 minutes per person.
3. You will be asked share your video on your personal social media site to drive awareness. Your company may do the same.

That’s about it. Pretty fun. Pretty quick.

it’s fast. it’s easy.

it’s 60 seconds or less!



# BEAT THE CLOCK

CONNECT THE DRIVE CHALLENGE

**JOIN US IN CREATING A FUN, HIGH IMPACT SOCIAL MEDIA CHALLENGE.**

**For any questions, contact your Yaskawa sales rep.**

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## BASIC GUIDELINES

### Thanks for agreeing to participate in Yaskawa's "Beat the Clock" challenge.

Below you will find some quick answers to any burning questions you may have regarding this program.

#### HOW SHOULD I SHOOT MY VIDEO?

We recommend the video be taken on the participant's phone for easy upload capability by a member of their team. If a Yaskawa representative is allowed on site, we are happy to take the video for you, as well.

#### ARE THERE ANY CONTENT REQUIREMENTS?

While there are no specific requirements, we request that you mention your name, company and Yaskawa's Beat the Clock Challenge at the start of the video. We also suggest you keep the video and content casual in nature and follow your company's COVID protocols should more than one person appear in the video.

#### HOW & WHERE SHOULD I POST MY VIDEO?

The challenge participant should post the video to their own personal LinkedIn profile. If the participant does not have a LinkedIn profile, we suggest they post it to their own personal YouTube, Facebook or Twitter profile (see additional recommendations in Video Details and Post Details to the right). From here, we encourage the participant's internal associates to engage with the participant's post by liking, sharing or commenting.

#### WHAT IF I DON'T HAVE A SOCIAL MEDIA ACCOUNT?

You can still participate! Take your video just like other participants, sign our consent release form and use <https://wettransfer.com> to send your files to [marcom@yaskawa.com](mailto:marcom@yaskawa.com). From there, we will upload it to Yaskawa's social network.

#### VIDEO DETAILS

**Length:** Not to exceed two minutes.

**Framing:** Horizontal with a neutral background if possible.

**Zoom Functions:** Do not use zoom functions.

**Vantage Point:** If possible, it would be nice to see the connection take place.

**File Size:** No larger than 2GB.\*

**File Type:** .mp4\*

#### POST DETAILS

**Content:** Reference the "Beat the Clock" challenge and your completion time. Optionally, challenge others.

**Hashtags:** End your post with any of our hashtags so we can see your post:

#YaskawaConnects

#YaskawaBeatTheClock

\*if sending to Yaskawa

