



NATIONAL CONSUMER ASSOCIATION (SAINT LUCIA)

President - Dr. Thecla Fitz-Lewis
Treasurer - Sheri-Ann Aurelien
General Secretary - Cindy Emmanuel-McLean

October 10, 2025

Consumer Connect Logo & Jingle Competition Guidelines

Background

Consumer Connect is a national initiative that brings together key institutions working to protect consumer rights in Saint Lucia. These include the National Consumer Association, the Consumer Affairs Department, the Saint Lucia Bureau of Standards, the National Telecommunications Regulatory Commission, and the National Utilities Regulatory Commission.

The initiative is designed to strengthen collaboration among agencies, provide clearer information to the public on rights and responsibilities, and improve access to redress. A central database and mobile app will allow consumer complaints to be lodged more easily, while also supporting evidence-based policy and advocacy. By fostering stronger partnerships, Consumer Connect will promote greater efficiency, consistency, and fairness in the way consumer matters are addressed. It reflects a shared national commitment to ensuring that consumers are informed, protected, and heard.

The initiative will be formally launched at the Consumer Connect Conference on December 4, 2025, under the theme “Empowerment Through Connectivity.”

This competition invites the public to design a logo and create a jingle that will serve as the official identity and voice of Consumer Connect.

1. Objective

The competition seeks to engage the public in creating a distinctive logo and a catchy jingle for the Consumer Connect initiative. Both should reflect the mission of strengthening consumer justice and protection, promoting awareness of consumer rights, and encouraging trust and collaboration among Saint Lucian consumers, businesses, and agencies.

2. Eligibility

- Open to all residents of Saint Lucia (individuals, groups, students, professionals).
- Multiple submissions are allowed, but each must be entered separately.
- Immediate family members of the NCA Executive or Competition Committee are not eligible.



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3. Competition Categories

Logo Design

- Must be original and not infringe on copyright or trademarks.
- Should be simple, memorable, and scalable (usable on websites, print, merchandise).
- Must incorporate themes of consumer rights, unity, and empowerment.
- Preferred file formats: .AI, .EPS, .PNG, .JPG (high resolution).

Jingle Composition

- Duration: 30–45 seconds.
- Must include the phrase “Consumer Connect”.
- Should be easy to sing or hum, suitable for radio/TV and social media.
- Entries may be in English or Kwéyòl (or a mix).
- File format: .MP3 or .WAV.

Participants may choose to submit an entry in the logo category, the jingle category, or in both categories. Each entry will be judged independently, and participants submitting to both categories must complete a separate submission for each.

4. Submission Requirements

- Entries must be submitted by October 22, 2025.
- Submissions should include:
 - Full name(s) and contact information.
 - Category entered (logo, jingle, or both).
- A brief explanation (max 200 words) of how the entry reflects the theme “Empowerment Through Connectivity”.
- Send entries via email to: secretariat@ncastlucia.com with subject line: “Jingle & Logo Competition – Consumer Connect”.

5. Judging Criteria

- Relevance to theme (30%) – Reflects consumer justice, rights, and empowerment.
- Creativity and originality (25%) – Fresh, engaging, and distinctive.
- Impact and memorability (20%) – Easy to recall, share, and recognize.
- Technical quality (15%) – Clarity of design/audio, professional finish.
- Practical usability (10%) – Adaptable across multiple platforms.



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6. Prizes

- Winner – Logo: Cash prize of \$500 + public recognition at the Consumer Connect Conference (Dec 4, 2025) + feature in all Consumer Connect branding.
- Winner – Jingle: Cash prize of \$1,500 + professional recording session + use as official jingle in media campaigns.
- Certificates of participation for finalists.

7. Intellectual Property

- By entering, participants agree that winning entries become the property of the National Consumer Association.
- NCA reserves the right to modify the winning logo or jingle for official use.
- Non-winning entries remain the property of the creators.

8. Timeline

- Launch of competition: September 10, 2025
- Submission deadline: October 22, 2025
- Judging & selection: October 26, 2025
- Announcement of winners: At the Consumer Connect Conference, Dec 4, 2025.

9. Contact

For queries:

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