

# Wannabe Influencer – Videography Marketing

Introducing the "Wannabe Influencer" category, designed to replace the conventional vlogging segment at every media event and provide a fresh and distinctive experience. This category embraces the emerging trend of short-form content.

## Wannabe Influencer:

**Time-** Throughout Day 1 & Day 2

**Delegate Cap-** NONE

## Round Details:

The delegates will be required to make a social media account (Private or Public) on Instagram and will be acting as a social media influencer on it. They will be required to make a set number of posts, or this limit can be set via this will be told on the briefing at the start of Day 1, these posts should be reels but are not limited to reels and could include posts like photos or stories as well to make their account more captivating. Furthermore, the purpose of their account and the category is to cover the 3 days event by simulating it through the eyes of an influencer.

At the start of the category the delegates will be allotted the type of social media personality they are at random, alongside their backstory which will serve as a basis to how they would present themselves in the account, for example, Fitness, Beauty, Fashion, Food, etc. These allotments will be done at the start of Day 1 and this will be done as for example; 25% of the delegates will get Fitness, 25% Beauty, 25% Fashion. 25% Food.

Note: These are just exemplary "types", they will be different & will be announced at the start of Day 1.

At an undisclosed moment a message will be sent to the group of the category telling the delegates of a product/company that they'll have to promo or are sponsored by; they will be required to make an advertisement of that product and proceed accordingly with their posts, how they execute this will affect their final results. The delegates will also be provided with a checklist alongside their "type of influencer", providing them a set of tasks (example: "Give a review of --- stall on the event" for the Food Category) that they will have to complete by the end of the category and include in their content.

This category will test the ability of the delegates to think on their feet, simultaneously editing their videos and recording them covering the event.

At the end of the category (Day 3), the delegates will be presenting their accounts to a Judging Panel.

## Judging Criteria for Round:

- Creativity and Originality.
- Engagement and Captivation.
- Content Quality.
- Promotion of Given Product.
- Coverage of the Event.
- Adherence to Given Theme and Checklist.

## Rules:

- Only Instagram can be used for the content to be uploaded and account to be made.
- Application allowed to be used for editing:
  - Adobe Premiere Pro
  - Adobe After Effects
  - Wondershare Filmora
  - Final Cut Pro
  - Inshot

**Note: Any other application used is to be approved by the category heads beforehand.**

- No outside help or plagiarism is allowed.
- Any sort of AI usage will result in disqualification.

### For Further Information:

Saif Sultan:

0308 6241323

Fazal Ali Siddiqi:

0333 4442971