Wannabe Influencer 2.0
Vlogging

Introduction

"Influencer, kya hai Influencer? Tum ho influencer." They say it's not the followers but the person within. Welcome back to last year's hit category Wannabe Influencer 2.0 where you will embark on a journey and venture the event through the eyes of an influencer.

Round 1

Delegates will be tasked with creating an Instagram account and will be replicating how an actual influencer will be running said account. Delegates will be required to make a minimum number of posts, highlighting the 3 days of the event. They may post carousels, reels, stories, etc to make their page as captivating as possible.

The main goal of this account will be to cover the duration of the event in a way an influencer would do so.

Delegates will be allotted a specific type of influencer (e.g food, fashion, etc) which they will have to simulate, covering the event in accordance to the type of influencer they were given. In the beginning of the category, delegates will be given a checklist of tasks which they will have to complete by the end of the category. Additionally, at random moments of time, delegates will be given a product/brand that has sponsored them and will be required to make a promotional reel for that product.

Judging Criteria

- Creativity and originality.
- Engagement and captivation.
- Content quality.
- Promotion of given product.
- Coverage of the Event.
- Adherence to the given theme and checklist

Rules

- Only Instagram can be used for uploading the content
- Applications allowed for editing will be:
    - Adobe Premiere Pro
    - Adobe After Effects
    - Wondershare Filmora
    - Final Cut Pro
    - Capcut
    - Inshot

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

- No vulgarity/profanity is allowed.
- Any usage of AI will lead to disqualification.
- No outside help or plagiarism is allowed.