

PROMOTION REEL COMPETITION

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BRIEF DESCRIPTION

Promotion Reel Competition” is a dynamic and creative event where teams produce engaging short promotional videos (reels) based on a theme provided on the first day of the event. The competition emphasizes creativity, storytelling, marketing sense, and digital engagement, with winners determined by audience interaction such as likes, views, and shares.

OBJECTIVES

- To encourage creativity in digital content creation
- To promote teamwork and collaboration
- To develop skills in video editing, storytelling, and marketing
- To engage participants with real-world social media dynamics

EVENT FORMAT / FLOW:

Step 1: Registration

Participants will register in teams of 4 members.

Entry Fee: Free

Step 2: Theme Announcement

- A theme will be announced at the beginning of the event
- All teams must create their reel based on the given theme

Step 3: Content Creation

- Teams will plan, shoot, and edit their promotional reel
- Creativity, storytelling, and presentation will be key focus areas

Step 4: Upload & Promotion

- Teams will upload their reels on a specified social media platform (e.g., Instagram)
- Participants must follow given guidelines for captions, hashtags, and tagging

Step 5: Engagement Phase

- Teams will promote their reels to gain likes, views, and shares
- Engagement metrics will be tracked until the final day

Step 6: Final Evaluation

- Winners will be decided based on engagement (likes, views, shares)
- Organizers may also verify authenticity of interactions

JUDGING CRITERIA

Participants will be evaluated based on:

- Number of likes, views, and shares
- Creativity and originality
- Content quality and presentation
- Relevance to the theme
- Overall engagement impact

PARTICIPATION DETAILS

- Open to all students
- Team participation (4 members per team)
- Entry Fee: Free

DURATION

- Total Event Duration: Multi-day event (from Inauguration Day to Final Day)

RULES & REGULATIONS:

1. Each team must have 4 members.
2. The reel must be based on the given theme.
3. Content must be original and created during the event period.
4. Participants must follow the specified platform guidelines (hashtags, tags, etc.).
5. Fake engagement (bots, paid likes, etc.) is strictly prohibited and will lead to disqualification.
6. Any inappropriate content will lead to disqualification.
7. Final results will be based on engagement metrics and organizer verification.
8. The decision of judges and organizers will be final and binding.

Venue: -

In front of civil building