

Reel Making Competition: Rulebook

Theme

Promotion of the brand *Simple Energy*, a new EV bike brand.

Rules

1. Location:

- All reels must be filmed within the college campus.

2. Content Guidelines:

- Ensure that the content is appropriate for all audiences.
- Avoid using offensive, inappropriate, or harmful language, actions, or imagery.

3. Participants:

- Reels can feature a single individual or a team.

4. Social Media:

- The final reel must be uploaded to the participant's personal Instagram account.
- Include the following hashtags: #SimpleEnergy, #EVRevolution, and any additional event-related hashtags provided by the organizers. And tag both the Simple energy and colleges official accounts

5. Duration:

- Reels must comply with Instagram's time limit (maximum of 60 seconds).

6. Originality:

- All content, including music and visuals, should be original or appropriately licensed.
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Judging Criteria

1. Content Quality:

- Creativity and messaging that promotes Simple Energy and its EV bike.

2. Cinematography:

- Visual appeal, camera work, and editing techniques.

3. Relevance to the Theme:

- The reel must effectively communicate the promotion of Simple Energy.

4. Engagement (Likes):

- The number of likes received on Instagram will be factored into the scoring.

Ensure that you follow all rules to avoid disqualification. Happy filming!