

Project Background and Objectives

The Asia's Beauty Blogger Contest (ABBC) 2017 is now on its 2nd year to find the best and new talent beauty bloggers; create brand loyalty; brand engagement; and brand and product awareness.

Cathy Doll Philippines has just recently celebrated it's 1-year milestone hence it's timely that we level-up the competition. We are organizing ABBC 2017 in three levels of the competition to encourage creativity of our blogger participants.

First is the **ELIMINATION ROUND** where we will accept unlimited number of entries from interested participants and choose the Top 5. Entries are due by 12:00 midnight of July 12, 2017.

Next will be the **NATIONAL ROUND** where the Top 5 will be invited to a whole day event to undergo two challenges where the Top 3 will be announced on the same day. Target date of event is July 16, 2017.

The grand winner from the national round will then compete in the **FINAL/ REGIONAL ROUND**. This will take place in Bangkok, Thailand on August 2017.

Eligibility

- Participants must be at least 18- years of age.
- Participants must be willing to represent the Philippines in Bangkok, Thailand during the regional level of ABBC 2017.
- The contest is open to Metro Manila participants only.

Contest Entry Submission

1. Create a video blog of Cathy Doll products (Combination of short product review and make up demo --- can include other brands but majority is Cathy Doll products). The video must run for a maximum of 8 minutes only with 1080 resolution and should not include a watermark.
2. Upload the video on YouTube and email the link to cathydollphils@gmail.com with the subject title: Asian Beauty Blogger Contest 2017- Philippines. Attach the ABBC 2017 Application Form.
3. Deadline of entry submission is until July 12, 2017 (12MN). Only one video entry per contestant will be accepted.
4. Announcement of winners will be on July 13, 2017 thru Cathy Doll Philippines official Facebook page. We will select the Top 5 Video Blogs and winners will receive a Cathy Doll Gift Set.
5. The Grand Winner will represent the Philippines in the Asian Beauty Blogger Contest 2017 to be held in Bangkok, Thailand on August 20-22, 2017.

Selecting Winners

- ELIMINATION ROUND:
 - Cathy Doll Philippines will have an open invitation in Metro Manila for everyone to join the contest.
 - Video competition entries for the Elimination Round will be screened by Cathy Doll Philippines.
 - The Top five (5) winners will be selected by Cathy Doll Philippines.
 - Deadline of entries is on July 12, 2017 (12mn)
 - Winners will be announced on July 13th on Cathy Doll FB Page
 - Winners will be selected based on the following criteria:

SCORE	CRITERIA	DESCRIPTION
35%	Creativity	Ability to make the video interesting
35%	Reviewing Ability	Professionally reviews products highlighting selling points
30%	Content	Provides full name of product and its benefits and displays it in the video
100%	TOTAL SCORE	

- NATIONAL LEVEL:
 - National level competition will be held on July 16, 2017 where all Top 5 national finalists will be invited.
 - The Top 5 finalists will undergo two challenges to gauge their skills in the following:
 1. **Product Endorsement/ORAL Skills-** They will be given ample time to rehearse their piece and present it to the audience.

SCORE	CRITERIA	DESCRIPTION
35%	Creativity	Ability to make the video interesting
35%	Reviewing Ability	Professionally reviews products highlighting selling points
30%	Content	Provides full name of product and its benefits
100%	TOTAL SCORE	

2. **Makeup Skills-** ability to create a makeup look using ALL Cathy Doll products.

SCORE	CRITERIA	DESCRIPTION
30%	Creativity	Originality and uniqueness of creation
30%	Technical Skill	Flawlessness, blending, etc...
40%	Overall Look	Overall beauty look on how it enhances the beauty of individual.
100%	TOTAL SCORE	

- The event will be shot and materials will be used in an online video series composed of 3 episodes and 1 trailer and uploaded through our YouTube and Facebook channels.

- Non-disclosure Agreement applies to all candidates, staff and guests and attendees of the event.
- All Top 5 contestants will be entitled to the following:
 1. Personalized Kit of Cathy Doll Makeup items worth P3,000.
 2. A stylist will help with wardrobe.
- The Top 3 winners will be selected by Cathy Doll Philippines' appointed judges.
- Winners will be announced during the event day. Public announcement will be on August 12 during the 3rd episode of the series.
- The winners will take home the following cash prizes:
 - Grand Winner- P45, 000
 - 1st Runner-up- P30, 000
 - 2nd Runner-up- P15, 000
 - Consolation Prizes- P5, 000
- Cash prizes will be available and released on August 15, 2017.
- In addition, the Philippines' grand winner will be invited on every product launch and will receive new products every launching.
- He/ She will also hold the tile of Cathy Doll Philippines Ambassador/ Ambassadors 2017.
- REGIONAL LEVEL:
 - The grand winner will represent Philippines in the Regional ABBC 2017 in Bangkok, Thailand on August 2017. He/ She will be one among eleven (11) other Asian countries participating in the ABBC 2017.
 - The representative will have the following sponsorship packages:
 - Round-trip ticket to and from Bangkok, Thailand
 - Accommodation
 - The Top 3 Over-all winners will be selected by Karmart- Cathy Doll's distributor and will take home the following:
 - Grand Winner - 50, 000 Baht/ 72,000 Pesos
 - 2nd Runner-up - 30, 000 Baht/ 43,000 Pesos
 - 1st Runner-up - 10,000 Baht/ 14,000 Pesos

Contacts

- Please send all questions regarding these competitions to cathydollphils@gmail.com.