

## **\*ASIAN BEAUTY BLOGGER CONTEST (ABBC) 2018**

### **Project Background and Objectives**

The Asia's Beauty Blogger Contest (ABBC) 2018 is now on its 3rd year to find the best and new talent beauty bloggers; create brand loyalty; brand engagement; and brand and product awareness.

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 Friday, July 13, 2018 at 11:59PM.

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 winners will be announced on the same day. Target date of event is Friday, July 20, 2018. Cathy Doll Philippines is organizing the ABBC 2018 in three levels of the competition to encourage creativity of our blogger participants.

The grand winner from the national round will then compete in the **FINAL/ REGIONAL ROUND**. This will take place in Bangkok, Thailand on last week of August 2018. Exact date to be announced.

### **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 2018.
- The contest is open to Metro Manila participants only.
- Participants must be able to shoulder their travel expense for the national round.

### **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 with the title: "ABBC 2018 PH: (Entry Title)". Email the link to [cathydollphils@gmail.com](mailto:cathydollphils@gmail.com) with the subject title: Asian Beauty Blogger Contest 2018-Philippines. Attach the ABBC 2018 Application Form.
3. Deadline of entry submission is until Friday, July 13, 2018 at 11:59PM. Video status must be "Published" on Youtube on the same day by 11:59PM. Only one video entry per contestant will be accepted.

4. Announcement of winners will be on July 17, 2018 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 2018 to be held in Bangkok, Thailand on last week of August 2018. Exact date to be announced.

### 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 Friday, July 13, 2018 at 11:59PM.
  - Winners will be announced on Tuesday, July 17, 2018 thru 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 Friday, July 20, 2018 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. **Beauty + Fashion + Oral Skills-** Contestants will undergo a fashion and makeup challenge. Contestants will rummage thru a set of clothes to choose an outfit to wear. They will then do their makeup. After these steps, they will proceed to ramp and showcase their ensemble and explain their look in front of the judges.

SCORE	CRITERIA	DESCRIPTION
35%	Creativity	Ability to make the look unique and the presentation creative and lively
35%	Overall Look	Overall beauty look on how it enhances the beauty of the blogger
30%	Content	Provides explanation to her look and mentions full name of product and its benefit as used in the makeup look.
100%	TOTAL SCORE	

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

SCORE	CRITERIA	DESCRIPTION
35%	Creativity	Originality and uniqueness of creation
30%	Technical Skill	Flawlessness, blending, etc...
25%	Overall Look	Overall beauty look on how it enhances the beauty of individual.
10%	Reviewing Ability	Professionally reviews products highlighting selling points
100%	TOTAL SCORE	

- The event will be shot and materials will be used in an online video series composed of three (3) episodes and one (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.
    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 Friday, August 17, 2018 during the 3<sup>rd</sup> episode of the series.
  - The winners will take home the following cash prizes:
    - Grand Winner- P50, 000;
    - 1<sup>st</sup> Runner-up- P35, 000;
    - 2<sup>nd</sup> Runner-up- P20, 000;
    - Consolation Prizes- P10, 000
  - Cash prizes will be available and released on Tuesday, July 24, 2018 either deposited to their account or claimed at Cathy Doll Philippines office.
  - 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 title of Cathy Doll Philippines Ambassador/ Ambassadors 2018.
- REGIONAL LEVEL:
    - The grand winner will represent Philippines in the Regional ABBC 2018 in Bangkok, Thailand on last week of August 2018. Exact date to be announced. He/ She will be one among eleven (11) other Asian countries participating in the ABBC 2018.
    - 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 - 100, 000 Baht/ 160,000 Pesos
  - 1<sup>st</sup> Runner-up - 50, 000 Baht/ 80,000 Pesos
  - 2<sup>nd</sup> Runner-up - 30,000 Baht/ 48,000 Pesos

### **Contacts**

- Please send all questions regarding these competitions to [cathydollphils@gmail.com](mailto:cathydollphils@gmail.com).