



Eligibility Criteria
UG & PG Students
(Agri & Allied Streams)

✓ Certificates for All Participants
✓ Boarding and Lodging Support

REEL-MANIA

REGISTER NOW!

REEL MAKING COMPETITION

THE REEL RACE IS ON

Contact

Mr. Debabrata Das (Secretary)
+91 9064121275

Mr. Kota Harish (Co Secretary)
+91 9121460193

1st Prize: 21,000
2nd Prize: 11,000
3rd Prize: 8,000

Reel-O-Mania- A Reel Competition Rules and Regulations

All that you need to know about Reel-O-Mania- A Reel Competition

The **Media Cell** of Imperial School of Agri-Business (ISAB) proudly presents “REEL-O-MANIA,” a Reel competition.

Description - Reel-O-Mania is a **two-round national-level Reel-making competition** inviting students across India to showcase their **creativity, storytelling, and marketing skills**. Participants will conceptualize, shoot, and edit short **Reels** that promote a brand, product, or campaign idea — competing to make their stories stand out and capture audience attention.

Following are the guidelines and other important information about this event.

Rules & Regulations:

- Undergraduate and Postgraduate students of Agriculture and allied streams are allowed to participate in this competition
- Each team should comprise a minimum of **two** students and a maximum of **four** students. The students can be from different full-time programs of the colleges, but they should belong to the same university
- Any number of teams can participate from one College/Institution/University
- A member can be part of only one team related to this event. Although student is eligible to participate in other events as individually or in the group under Sambhramaa 2025.

To ensure a fair, creative, and professional competition, all participants must adhere to the following guidelines:

- No changes to team composition will be allowed once registration is complete.
- All Reels must be original content created solely by the participants.
- Use of copyrighted videos, music, or visuals without permission will result in immediate disqualification.
- All entries must be uploaded to the designated platform before the specified deadline for each round. Late submissions will not be accepted.
- The primary language of communication and submission is English.
- All Reels must be submitted in MP4 format only, adhering to the time limit and size specifications mentioned for each round.

- Participants must maintain respectful and professional behaviour throughout the competition.
- Any form of misconduct, offensive content, or inappropriate representation will lead to disqualification.
- The decisions of the judges will be final and binding. No appeals or reconsiderations will be entertained.

Timeline:

Registration closes	31 th October
Guidelines for the Reel competition to all the registered teams	10 th November
Round 1 (Product Promotion Reel)	16 th November
Announcement of short-listed teams on ISAB Social Media handles/websites	24 th November
Final Round competition, Live Reel Creation Challenge and award distribution ceremony	05 th December

Registration:

Teams have to register online for the event from the following link by 16th October

Registration Link

1. Google Forms:

There is free of cost for the registration

- » Team leader needs to register for the team with all team members' details and the team's name.
- » Ensure the contact details entered during registration are correct. We will be relying on this information for future correspondence.

Stages of the Competition:

Round 1: Product Promotion Reel (Online Elimination Round)

- **Task:** Create a detailed promotional Reel (30–60 seconds) for a specific product or service. This Reel should visually communicate the product's value and connect

emotionally with the audience.

- **Submission Format:** MP4
- **Evaluation Criteria:**
 - Conceptual clarity and creativity.
 - Relevance to the brand's product or idea.
 - Visual aesthetics and professional presentation.
 - Messaging and target audience focus.

Note: This round will be eliminative. The top participants will proceed to the final round.

Round 2: Live Reel Creation Challenge (Offline Final Round)

- **Task:** A surprise prompt will be revealed during the live event. Participants must conceptualize, shoot, and edit a short Reel (max 60 seconds) on the spot.
- **Reaching Time:** 8.00 am
- **Prompt Declaration:** 10.00 am
- **Time:** 6.00 pm
- **Submission Format:** MP4 (100 MB max.)
- **Evaluation Criteria:**
 - Speed and efficiency in creating the Reel.
 - Creativity and innovation in response to the prompt.
 - Storytelling flow and audience appeal.
 - Relevance and message impact.
 - Overall professionalism, editing quality, and presentation.

Judging and Evaluation Criteria:

Participants will be evaluated based on the following aspects for all rounds:

- **Creativity&Originality:**
How unique, imaginative, and engaging is the Reel concept or execution?
- **Relevance to Theme or Brand:**
Does the Reel align with the given topic, product, or campaign objective?
- **Storytelling&Messaging:**
How clearly and effectively is the idea or message communicated through visuals and narration?
- **Visual Appeal&Editing Quality:**
Is the Reel professionally shot and edited, with good use of transitions, effects, and composition?
- **Audience Engagement:**
Does the Reel capture attention, evoke emotion, or inspire interaction from viewers?
- **Technical Execution:**
Is the Reel well-produced with proper lighting, sound, pacing, and overall flow?

Prizes & Certificates:

- First prize: INR 21000/
- Second prize: INR 11000/
- Third prize: INR 7000/

All finalists will receive certificates of participation.

Note: The Finalists who shall participate in award ceremony will be asked to visit ISAB Campus for the finale among the shortlisted team. Finalist will be informed in advance with travel details.

Note: The event will be canceled if there are fewer than 10 team entries.

Contact information: In case of any query, participants can send an email below coordinates with their registered email ID to mediacell@isab.org.in and in the subject line just mention what you wish to know.

Event Co Secretary- Mr. Kota Harish
Event Secretary- Mr. Debabrata Das
Email ID- mediacell@isab.org.in
What's App –9121460193, 9064121275

For getting updates regarding the event, please follow us on:
<https://www.linkedin.com/company/media-cell-isab/>

