

THE SOCIAL MEDIA CONTEST

First of all, my colleagues and I want to congratulate you on your incredible presentations during online battles. We are sorry not all of you got the chance to get to the finale, and this is why the Mark Challenge team thought of a way to give you one more opportunity to present your business plan and win a prize. As a result, we created the MC Social Media Contest addressed to those that attended the Online Battles and shared their entrepreneurial ideas. You are all eligible to participate. The Social Media Contest is a contest that will take place exclusively on Instagram, but you are free to hype your participation on all social media platforms.

1. The Social Media Contest & how to participate

The contest consists of creating an Instagram campaign for the business idea you presented to Mark Challenge. Participants will have to either prepare:

- A. Prepare a 30 seconds video long - either a simple video or a reel (advertisement/storytelling/etc.) - to post on participants' personal or business accounts. Moreover, prepare a suitable caption including the hashtag #MarkYourConcept and tagging @markchallenge and @university_of_monaco.
- B. Prepare 3 posts (pictures/graphics/etc.) to post as a carousel on participants' personal or business accounts. Moreover, prepare a suitable caption including the hashtag #MarkYourConcept and tagging @markchallenge and @university_of_monaco.

N.B. The correct use of the hashtag and tags is mandatory to validate participation and no mixing of formats is allowed.

You have to prepare the material and post it online by May 8th. All content uploaded after the deadline will not be taken into consideration. The accounts have to be public so that people can see and share the posts.

2. The selection & the voting

Once Instagram campaigns are online, the Mark Challenge team will evaluate each of them on May 9th, selecting 5 finalist teams based on three criteria:

- I. Quality of the content (visually appealing)
- II. Ability to engage (appropriate language and format for the audience)
- III. Representativeness of MC (how Mark Challenge context is mentioned and integrated in the Instagram campaign)

Finalists will be announced on May 10th by email and Instagram.

You have one day to gather votes as best as you can, promoting and engaging your public. It's in your interest to advertise your post and increase visibility to have more people be willing to vote for you. Involve friends, family, and colleagues. Whoever you want, everyone is eligible to vote. The more we are, the better.

On May 11th at 1 PM CEST, @markchallenge will post an Instagram pool that will last 24 hours. People will be able to select their favorite idea and vote. Each Instagram account has one vote. The Instagram campaign which gets more votes will win the Social Media Contest and a prize. We are excited to announce that the prize at stake is 2022 Monaco Grand Prix tickets for each winning team member from May 26th to 29th. Furthermore, the winning team will be reposted on the @markchallenge account and have a highlight moment during the Mark Challenge finale.

3. The voters' contest & how it works

Mark Challenge is a big community, not just a contest. Thus, we decided to apply the same philosophy to the Social Media Contest and have voters be involved as much as participants are. This is the reason why we created a mini-contest for them. Voters will have to:

- I. Choose the Instagram campaign they want to support and vote for it.
- II. Follow the @markchallenge profile and repost at least once the chosen business idea's video/carousel post on their Instagram stories tagging @markchallenge and @univeristy_of_monaco accounts.
- III. Wait and see who will win the Social Media Contest. If they vote for him/her, they could be drawn and win a prize too - the draw will be casual.

The prize for the voters' contest will be revealed soon via the @markchallenge account.

N.B. Everyone can support their favorite team and vote for them on the Instagram pool on May 11th. Although, only voters who follow the guidelines will be eligible to participate in the causal draw for the unrevealed prize.

4. Winners announcement: when & how

The Instagram pool launched on May 11th will be closed on May 12th at 1 PM CEST. The winner will be announced on the same day, May 12th, through an Instagram live and content posted on stories and the feed. The Mark Challenge team will also send an email to the winning team to make sure they are conscious of the victory. The prize will be handed in at the Mark Challenge finale if the winners will be able to physically come to the Monaco Yacht Club. Otherwise, a personal agreement with the winners will be made to decide how to deliver it. Similarly, the casual draw to establish who the voters' winner is will be done live on Instagram and communicated via the @markchallenge account's stories & feed and direct messaging afterwards. Furthermore, the winner will receive an invitation (+1) to the Mark Challenge finale to physically pick up the prize. If he/she cannot attend the event, there will be a personal agreement to decide how to deliver it.

5. The timeline & deadlines

May 8th - deadline for posting and participating in the Social Media Contest

May 10th - 5 finalists are chosen by the Mark Challenge team

May 11th at 1 PM CEST - the Instagram pool to decide the winner
winner is launched

May 12th at 1 PM CEST - the Instagram pool to decide the winner is closed

May 12th in the late afternoon - winners announcement via Instagram with a live and content posted on stories & the feed

May 19th at the Mark Challenge finale - physical hand in of prizes