

Tiktok Transformation Challenge



Challengers will be required to create a Tiktok showcasing a complete hair, nail, or makeup transformation!

Contest starts March 14th and ends March 27th, 2022; at 12:00 PM.

Contest will be judged in two age groups (Under 13 and Over 13).

Each age group will have 1st, 2nd, and 3rd place winners
(1st place-\$75.00, 2nd place-\$50.00, 3rd place-\$25.00).

All winners will receive Sephora e-gift cards.

Challenge Rules

1. Challengers must film a Tiktok showing a before and after transformation of one or more of the following, hair, nails, or makeup.
2. The Tiktok MUST include a clear video transition between the before and after results.
(See scoring section for more details)
3. Challengers may choose to do the transformation on themselves or somebody else (parent, sibling, friend, etc.)
4. Transformations can include (but are not limited to) haircuts, braiding, nail art, bridal makeup, special FX makeup, etc.
5. For all children under the age of 13 please instead submit a photo of your transformation (before AND after) to skillsmb@skillscanada.com in adherence with Tiktok's age guidelines. (Children under 13 will be scored accordingly)
6. Please be sure NOT to include any copyrighted music in your Tiktok.
7. Please send your name, age and all photos and video links to skillsmb@skillscanada.com by March 13th at 12:00 PM.

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Scoring

Transformation

Tiktok (or photos) did NOT include a clear before AND after transformation	0 points
Tiktok included a standard before and after transformation	5 points
Tiktok included an impressive before and after transformation	10 points

Transition (for children under 13 please ignore this section)

No transition was included in the Tiktok	0 points
A basic transition was used and executed well (ex. Hand covering camera, cut to transformation)	5 points
A more creative transition was used and executed well	10 points
A totally unique and creative transition was used and executed perfectly	15 points

Overall Visual Design – Creativity and Visual Appeal

Standard hair, nails, or makeup transformation was achieved	5 points
Great hair, nails, or makeup transformation was achieved (elements of artistry and creativity were accomplished)	10 points
Impressive hair, nails, or makeup transformation was achieved (both artistry and creativity were highly accomplished)	15 points

Bonus Points

5 Bonus Points will be awarded to any challenger who can include more than one transformation in their video! (ex. Hair AND nails, nails, AND makeup)

Challenge Total Marks

40