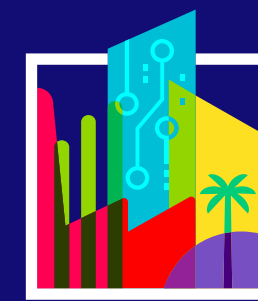


DESTINATION OF WONDERS



destination
abu dhabi

Competition Mechanics

The competition will start on June 25th, 2022, and offers participants the opportunity to win prizes worth AED 50,000. The announcement of the winners will be on [TBD]

First Prize – AED 25,000

Second Prize – AED 15,000

Third Prize – AED 10,000

Destination of Wonders has free registration for professional and amateur digital creators who are UAE residents.

Organizers such as the Destination Abu Dhabi brand, the judges, their families, relatives, and all those involved are strictly prohibited from participating in the competition. Entries sent through agencies or third parties will get rejected.

Entrants must prepare 2 aspect ratios which are as follows:

- (16:9) video for entry and registration
- (9:16) for posting in the participants' Instagram reels or TikTok

Registration:

1. Register at www.destinationabudhabi to submit your details & video entry officially.
2. Follow the @destinationabudhabi account, like the competition post, tag 3 friends in the comment & share it to your story.
3. Upload your entry on your Instagram Reels or Tiktok (aspect ratio 9:16) & tag @destinationabudhabi
4. the entrants need to be public so that the organizers can ensure that competition guidelines are met). No other forms of entry will be accepted.

Judging:

The process will be based on the criteria listed below:

- Technical Processing (40%)
- Originality and creativity (60%)

Participants should maintain adherence to the rules and regulations of the competition.