

# "STYLEUPNOW INTERNATIONAL"

## PARTICIPATION GUIDE

Welcome Participants!

Thank you for joining the STYLEUPNOW challenge from within and outside Ghana. This guide provides all the information you need to participate successfully and compete on equal footing with in-person contestants.

### Part 1: Registration and Fees

Registration is completely free!

#### Step 1: Create Your Account:

- Go to the STYLEUPNOW website or download the App
- Click on "Register" and create your free account
- Fill in your personal details accurately

#### Step 2: Select Your Category:

- Choose "Participant" as your participation type
- Read and agree to the terms and conditions

#### Step 3: Pay Participation Fee:

- The fee is only \$2.50 USD
- Payment can be made through:
  - Credit or Debit card
  - Mobile money (where available)
  - Bank transfer
  - Other payment platforms
- Keep your payment confirmation

#### Step 4: Receive Your Confirmation:

- You will receive an email with your unique Participant Alphanumeric Number
- This number must be used in all your submissions

- Save this number somewhere safe

#### Step 5: Verify Your Eligibility:

- You must be 16 years or older
- If you are under 18, you need parental consent
- Have your identification document ready if requested

#### Official Content Submission Guide:

Welcome, participants! To ensure your incredible style journey is featured in the highest possible quality on "StyleUpNow" Prime Video, please follow these technical guidelines strictly. Submissions that do not meet these specifications may not be eligible for the final cut.

#### Video Quality Standards (Quick Reference):

All videos must meet these basic requirements:

##### Resolution and Format

- Minimum resolution: 1920 x 1080 pixels (Full HD)
- Frame rate: 23.976 (24p) or 29.97 (30p) fps - Do not use 30.00 fps exactly
- Aspect ratio: 16:9 widescreen for main videos
- Vertical format (9:16) is allowed only for diary entries and social media teasers
- File format: MP4
- Audio: Clear sound with minimal background noise

#### Phase 1: Pre-Production (The Setup):

Before you hit record, check your equipment settings.

##### 1. Camera Settings:

- Resolution: Set your camera or smartphone to 1080p (Full HD) or higher. (If your camera allows 4K, please shoot in 4K and downsample later—it yields better quality).

- **Frame Rate:** Set your frame rate to 23.976 fps (24p) or 29.97 fps (30p) . Do not use 60fps or 50fps for main content unless shooting slow motion. Important: Amazon's systems may reject exactly 30.00 fps—always use 29.97.

- **Aspect Ratio:** Lock your camera to 16:9 (widescreen). Do not shoot in square or vertical formats for the main challenge videos.

## 2. Environment:

- **Lighting:** Ensure your face and outfit are well-lit. Avoid standing with a bright window behind you (backlight).

- **Audio:** Use an external microphone if possible. If using a phone, ensure the room is quiet and free from echo.

## Phase 2: Video Quality Standards (The Technical Specs):

Please adhere to the following "Mezzanine" (high-quality archive) standards for your master file.

### 1. Video Specs (The Look)

- **Resolution:** 1920 x 1080 pixels (Full HD).

- **Aspect Ratio:** 16:9 (Horizontal/Widescreen).

- **Vertical Exception:** 9:16 (Vertical) is only permitted for "Diary Entries" or behind-the-scenes clips intended for social media teasers.

- **Frame Rate:** 29.97 fps or 23.976 fps only. (Do not use 30.00 fps or 24.00 fps exactly).

- **Bitrate (Quality):** Aim for a minimum of 20 Mbps for H.264 codec. This ensures broadcast-quality footage.

- **Color Profile:** Rec. 709. Please do not apply heavy filters that distort skin tones.

### 2. Audio Specs (The Sound):

- **Codec:** AAC (Advanced Audio Codec) or MP3.

- **Bitrate:** Between 192 kbps and 320 kbps.

- **Channels:** Stereo (2.0) is strongly recommended for most setups. Only submit 5.1 Surround Sound if you are certain your microphone setup records true multi-channel audio. Otherwise, stereo is preferred.

- Quality: Audio must be clean. No background music that overpowers your voice, and no static or clipping (distortion).

### 3. File Specs (The Delivery):

- Container (Format): .MP4
- Video Codec: H.264 or MPEG-4. (ProRes 422 HQ is also accepted for high-end users).
- File Size Expectations:
  - For Teaser/Ad Clips (under 2 minutes): Maximum file size of 500 MB.
  - For Main Challenge Videos (Long-form): Follow the 20 Mbps bitrate specification. Your final file may be 2GB to 4GB depending on length—this is acceptable and expected for broadcast quality. Ensure your internet connection can handle large uploads.

### Phase 3: Content Rules (The Do's & Don'ts):

#### DO:

- Shoot horizontally (landscape mode) in 16:9.
- Ensure your outfit is the focal point.
- Use a tripod to keep the camera steady.
- Leave 10% headroom above your head.
- Record in a quiet environment.

#### DON'T:

- Do not shoot vertically for the main challenge (9:16 is only for diary entries).
- Do not upload heavily compressed files from WhatsApp or social media downloads.
- Do not use copyrighted background music unless you own the rights (Amazon Prime requires cleared audio).
- Do not use excessive digital zooms or filters that reduce video resolution.

### Summary Checklist Before Upload:

- Video is 1920x1080 (or higher, scaled down).
- Aspect ratio is 16:9 (Horizontal).

- Frame rate is 23.976 or 29.97 (not 30.00 flat).
- File format is .MP4.
- Audio is clear (AAC, 192+kbps, Stereo recommended).
- File size is reasonable (under 500MB for short ads; 2GB-4GB acceptable for main videos).
- No vertical video (unless specifically a diary entry).

#### Introduction Requirements:

At the very beginning of your submission, you **MUST** appear on camera and clearly state:

1. Your FULL NAME
2. Your PARTICIPANT NUMBER
3. Your COMPETITION CATEGORY (Hair, Makeup, Nails, or Complete Package)

Important: Face masks are not permitted during this introduction. The judges need to see your face clearly.

#### What You Must Show in Your Video

Before starting any styling, you must show:

- Your model's hair or skin in its natural state (before any styling)
- The type of hair you will use (for hair categories)
- The name of the hair product
- The number of hair bundles or pieces
- 2 bottles of Coca-Cola placed visibly — **IMPORTANT**: Ensure the labels are facing the camera and are fully visible, not obscured by tools or hands.
- The styling duration or time

#### Lighting Requirements:

- Film in a well-lit area with even lighting
- Natural daylight or softbox lighting works best

- Avoid harsh shadows on your model's face or work area
- Do not film with light behind your subject (backlighting)
- Keep lighting consistent throughout the entire process

#### Filming Techniques:

- Show the entire process from start to finish
- Do NOT film only from a distance or from one side
- Include close-up shots of detailed work
- Multiple angles are encouraged to showcase your technique better
- Keep camera movement smooth and steady

#### Video Editing Guidelines:

If you choose to edit your video:

You May:

- Speed up repetitive sections to stay within time limits
- Cut out waiting time between steps

You Must NOT:

- Cut out important steps that show your technique
- Hide any part of the process
- Use transitions that disguise what you are doing

Alternative: You may submit the original unedited video if you prefer.

#### Camera Setup:

- You can use a professional camera, high-end smartphone, or DSLR
- Your camera should have at least 12 megapixels
- A TRIPOD IS REQUIRED - no handheld shaking allowed
- Do not use digital zoom; move closer instead

- If you need to move while filming, use a gimbal for smooth movement

#### Required Photos for Every Submission:

Photo Resolution: Minimum 1920 x 1080 pixels (Full HD). 4K (3840 x 2160) is preferred.

#### Front Views: 2-3 images

- Full face or full head
- Centered in the frame
- Model with neutral expression

#### Left Side Views: 2 images

- One at 45-degree angle
- One at 90-degree profile

#### Right Side Views: 2 images

- One at 45-degree angle
- One at 90-degree profile

#### Back View: 2 images

- Required for hair categories only

#### Close-up Details: 5-10 images

- Show technique details
- Show texture and finish
- Focus on the important parts of your work

#### Before and After Comparison: 2 images:

- Side-by-side format is optional but encouraged

#### Special Requirements for Nail Art

If you are submitting nail art with Coca-Cola colors:

- One final image showing fingers wrapped around a Coca-Cola bottle or can
- Photos of each individual nail
- 5-10 images of the entire nail creation from different angles
- Total of 15-20 images

### Background Requirements

The Background Must Be:

- Plain and neutral (white, grey, or black recommended)
- Free from distractions, patterns, or clutter
- Consistent across all shots in your series
- Smooth and wrinkle-free (seamless paper or fabric works best)

### Model and Clothing Guidelines

Selecting Your Model:

- Choose a model whose features will showcase your work well
- Make sure the model's nails, skin, hair, and face suit your category
- Get the model's signed consent for video, photos, and competition use
- Avoid models with heavy pre-existing styling (like chemically treated hair for color categories)
- Do not use wigs, extensions, or false hair unless your category specifically allows it

What Your Model Should Wear:

- Neutral, solid-colored clothing
- Nothing that distracts from your work
- No visible logos, brand names, or distracting patterns
- Minimal accessories that enhance but do not overshadow your work

## Photo Editing Rules

PROHIBITED - Do NOT do these:

- No retouching of skin, hair color, or makeup results
- No filters that change the true appearance
- No Photoshop manipulation of the image
- No digital alterations that change the final look
- No combining multiple images

PERMITTED - You MAY do these:

- Basic color correction to match actual appearance
- Cropping to frame the subject properly
- Brightness and contrast adjustments that maintain authenticity
- Minor background cleanup (removing stray hairs or lint)

## Part 4: Product Requirements

Mandatory Product Rules:

- You must use at least one STYLEUPNOW partner product
- List all products you use in your submission
- Do not show competitor brand logos prominently
- Do not promote brands that are not STYLEUPNOW partners

## Display Requirements

In your video, you must clearly show:

- The hair type you are using
- The name of the hair product
- The number of hair bundles or pieces
- 2 bottles of Coca-Cola placed visibly — Ensure labels face the camera and are not obscured

## Part 5: Home Salon Setup

### Space Requirements

#### Minimum Space Needed:

- Work area: 3 meters x 3 meters (10 feet x 10 feet)
- Clear space around your workstation for moving and filming
- Separate area for photography with proper backdrop
- Good ventilation if using chemical products
- Access to running water and sanitation

#### Workstation Requirements:

- Professional styling chair or adjustable salon chair
- Mirror for your model to see the work
- Table or counter space for tools and products
- Electrical outlets within reach for styling tools
- Task lighting at the workstation

### Lighting Setup

#### Essential Lights:

- Primary key light: Softbox or ring light (at least 18 inches)
- Fill light: To remove harsh shadows
- Backlight or hair light: Optional but nice for dimension

#### Lighting Specifications:

- Color temperature: 5000-5500K (daylight balanced)
- Minimum brightness: 1000 lux at the work surface
- Key light placed at 45-degree angle to subject
- Fill light on opposite side at lower intensity

- Do not mix warm and cool lights together
- Test your lighting before recording

## Photography Setup

### Backdrop Requirements:

- Seamless paper or fabric in neutral colors (white, gray, or black)
- Minimum width: 2 meters (6.5 feet)
- Smooth and wrinkle-free
- Properly lit without shadows

### Camera Setup:

- Camera mounted on tripod at correct height
- Ability to move camera for different angles
- Remote shutter release or timer function helpful

## Hygiene and Safety

### Sanitation Station:

- Designated area for cleaning and disinfecting tools
- Barbicide or equivalent disinfectant
- Disposable towels and liners
- Hand sanitizer within easy reach
- Gloves for chemical services

### Tool Sanitation:

- Clean and disinfect all tools before each use
- Use single-use disposables where appropriate
- Keep separate containers for clean and used tools

### Personal Protective Equipment:

- Clean apron for each session
- Gloves for chemical applications
- Mask if required by local regulations
- Clean hair cape for each model

### Workspace Cleanliness:

- Clean all surfaces before and after each session
- Store products in covered containers
- Have proper waste disposal containers
- No food or drink in the work area

### Part 6: Equipment Checklist

#### Required Equipment

##### Camera and Audio:

- Professional camera or high-end smartphone (iPhone 12 or newer, Samsung S21 or equivalent)
- Sturdy tripod for smooth filming
- External microphone for clear audio (lapel or shotgun style)

##### Lighting:

- Softbox lighting kit with at least 2 lights, OR
- Ring light with fill light
- Seamless backdrop with support stand

##### Storage:

- Memory cards with at least 64GB capacity
- Backup storage for your files

Optional but Recommended:

- Second camera for different angles
- Monitor to check focus and exposure
- Backup lighting equipment
- Portable power supply or extra batteries
- Reflectors and diffusers

## Part 7: Challenge Day Step-by-Step

Before Challenge Day

Concept Development:

- Research the weekly theme if one is announced
- Develop your creative concept
- Choose products from STYLEUPNOW partners
- Plan your technique approach

Model Preparation:

- Select and confirm your model
- Get signed model release form
- Explain the time commitment to your model
- Schedule a day and time that works for both of you

Workspace Preparation:

- Set up your workstation according to specifications
- Test your lighting and camera positioning
- Prepare all tools and products
- Do a test recording to check audio and video quality
- Have backup equipment ready

## Challenge Day Timeline

### 2-3 Hours Before Recording

- Set up your workspace and test all equipment
- Prepare your model (clean skin or hair, no styling)
- Charge all batteries and clear memory cards
- Review challenge requirements and judging criteria one more time

### Recording Session - Part 1: Introduction (15 minutes)

1. Position your model in their natural state before any work begins
2. Start recording and introduce yourself on camera
3. Clearly state: Your full name, participant number, and competition category
4. Briefly describe what you plan to create
5. Take initial photos from at least 4 angles
6. Show the 2 Coca-Cola bottles or cans — Labels must face the camera clearly

### Recording Session - Part 2: The Process (1.5 to 3 hours):

1. Record the entire process with all key techniques visible
2. Periodically explain what you are doing and why
3. Zoom in for detailed technique shots
4. Keep lighting consistent throughout
5. Take progress photos at important stages
6. Show the hair type, name, and number of bundles

### Recording Session - Part 3: Final Reveal (30 minutes):

1. Immediately after finishing, capture final photos from at least 4 angles
2. Record close-up shots of the finished work
3. Record the final reveal video with your model
4. Explain the techniques you used and the products

5. Let your model share their reaction
6. Take before and after comparison shots

#### After Recording:

1. Review all footage to make sure quality is good
2. Back up your files immediately
3. Complete any required written documentation
4. Prepare your submission package

### Part 8: Submission Requirements

#### What You Must Submit

##### Video Files:

- Introduction video (30-60 seconds)
- Process video (5-10 minutes, edited or raw)
- Final reveal video (60-90 seconds)
- Diary entry (5-7 minutes, vertical format) - optional

##### Photographs:

- Minimum 15-20 total images
- All required angles (front, sides, back, details)
- Before and after documentation
- High-resolution JPG files (minimum 1920x1080 pixels)

##### Written Documentation:

- Technique explanation (300-500 words)
- List of all products used, with partner products highlighted
- Signed model release forms
- Participant declaration of authenticity

File Naming:

Name all your files using this format:

ParticipantNumber\_Category\_ShotType\_Date.jpg

Example: 001\_Hair\_FrontView\_20260315.jpg

Rules:

- Include your participant number in every filename
- Indicate what the content shows
- No special characters or spaces in filenames

How to Submit:

Through the STYLEUPNOW Portal

- Log into your account
- Go to the submission section
- Upload all your files

File Size Limits

- Individual video files: Maximum 2GB each (Note: High-quality 20 Mbps videos may approach this limit—plan accordingly)
- Total submission: Maximum 10GB

Accepted Platform:

- Direct upload to STYLEUPNOW portal

Deadline

- Check the deadline in your local time zone
- Late submissions will not be accepted
- Submit early to avoid technical issues

## Part 9: Judging Criteria

### How You Will Be Judged

The judges evaluate your submission based on four main criteria:

#### Technical Execution - 40% of total score

The judges look at your precision and skill. They assess the quality of your technique, how well you maintain hygiene standards, and the difficulty level of the service you performed. Clean lines, proper product application, and professional execution are essential.

#### Creativity and Originality - 25% of total score

This measures how innovative your work is. The judges want to see how you interpret the theme in your own unique way. Fresh ideas, artistic expression, and personal style all contribute to this score.

#### Overall Effect - 20% of total score

The final result matters greatly. Judges consider how your completed look appears on the model. They assess the harmony of the overall presentation and whether the final outcome is visually striking and professionally finished.

#### Content Quality - 15% of total score

This evaluates how well you documented your work. Judges check your video and photo quality, lighting, audio clarity, and how closely you followed all submission specifications. Good documentation helps showcase your talent effectively.

### Additional Considerations for Online Submissions

For international participants submitting online, judges also pay attention to:

- How clearly you demonstrate each step of your technique throughout the video
- The overall quality of your documentation, including whether your photos and videos meet all technical requirements
- How carefully you followed every submission requirement, from file naming to content specifications

## Part 10: Prizes and Recognition

### Prize Structure:

#### Monthly Winners:

- Product bundles
- Certificates
- Featured on STYLEUPNOW platforms

#### Top 3 Monthly Finalists:

- Automatic qualification for grand prize competition

#### Grand Prize Winners:

- Cash prizes
  - Winner: \$150,000
  - First Runner-Up: \$75,000
  - Second Runner-Up: \$50,000
  - Third Runner-Up & Special Awards
- International recognition
- Potential partnership opportunities
- Fully paid 1 week travel trip to Dubai

#### Prize Delivery:

- Digital certificate

#### Prize Delivery:

- Digital certificates sent immediately
- Physical products shipped to your international address
- Cash prizes via international bank transfer
- You are responsible for any taxes or duties

## Part 11: Common Problems and Solutions

### Lighting Issues

**Problem:** Your video or photos appear too dark, have harsh shadows, or the lighting is uneven.

**Solutions:**

Position additional lights to brighten the workspace. Place your main light at a 45-degree angle to your model. Add a second light on the opposite side at lower intensity to remove shadows. If possible, film near a large window during daylight hours for natural light. Test your lighting before you begin recording and adjust as needed.

### Audio Problems

**Problem:** Background noise makes it hard to hear you speak, or your voice sounds distant and unclear.

**Solutions:**

Use an external microphone like a lapel mic that clips to your clothing or a shotgun mic mounted on your camera. Choose a quiet room for filming and turn off any appliances that create noise like fans or air conditioners. Close windows to block outside sounds. Speak clearly and face the camera when explaining your techniques.

### Shaky Footage

**Problem:** Your video moves around too much, making it difficult to see your work clearly.

**Solutions:**

Always use a sturdy tripod to mount your camera. Avoid holding the camera by hand. If you need to move the camera during filming, use a gimbal for smooth motion. Check that your tripod is on a stable surface and that all legs are locked properly before recording.

## File Size Too Large

Problem: Your video files are too big to upload, or you exceed the submission size limit.

### Solutions:

Use video compression software to reduce file size while maintaining quality. Recommended settings include H.264 codec with moderate bitrate. Remember that broadcast quality requires approximately 20 Mbps, so files of 2GB-4GB are expected and acceptable. You may also split very long videos into multiple parts if needed. Test your file size before the deadline so you have time to make adjustments.

## Wrong File Format

Problem: Your submission is rejected because the file format is not accepted.

### Solutions:

Convert your files to MP4 format using free video converter software. Always check the requirements before you start editing. Do a test conversion early to ensure your software works properly. Keep the original files as backup in case you need to convert again.

## Upload Failures

Problem: Your files will not upload, or the upload keeps failing before completion.

### Solutions:

Check your internet connection speed and stability. Try uploading during off-peak hours when internet traffic is lower. Use a wired internet connection if possible instead of WiFi. For very large files, use Google Drive or Dropbox as an alternative upload method. Start uploading well before the deadline to allow time for troubleshooting.

## Deadline Pressure

Problem: You are running out of time and worried about missing the submission deadline.

### Solutions:

Plan your challenge day early in the submission period. Complete all filming and photography at least 3 days before the deadline. This gives you time for editing, file preparation, and uploading. Remember that late submissions are not accepted, so aim to finish early.

## Equipment Not Available

Problem: You do not have access to professional equipment like studio lights or external microphones.

### Solutions:

Work with what you have and maximize its potential. Use natural daylight from windows. Record audio in the quietest room available. Borrow equipment from friends if possible. Remember that content quality is 15 percent of your score, so focus your energy on the 85 percent that comes from your skill and creativity.

## Part 12: Technical Support

### Email Support

tech@styleupnow.com

Response within 24 hours

### Live Chat

Available on the App during business hours (GMT)

### Other Resources:

- FAQ section with video tutorials
- Pre-submission quality check service available

### Quick Checklist

#### Before You Start:

- Register free online
- Pay \$2.50 participation fee
- Receive participant number
- Read all terms and conditions
- Get model and signed release forms
- Test equipment and lighting

- Gather all required products (at least one partner product)
- Buy 2 bottles or cans of Coca-Cola (ensure labels are visible)

#### Before You Upload:

- Video resolution is 1920x1080 or higher
- Frame rate is 23.976 or 29.97 (not 30.00 flat)
- Aspect ratio is 16:9 (horizontal)
- File format is .MP4
- Audio is clear (AAC, Stereo recommended)
- Photos are minimum 1920x1080 pixels
- Participant number is in every filename
- Coca-Cola labels are clearly visible and facing camera
- All required angles and content are included

Happy Styling! Follow these specs, and your style transformation will look stunning on Styleupnow”.