



# DIGIMELAA 2026

REEL MAKING COMPETITION BY SKYPATH DIGITAL



**CREATE. PROMOTE. WIN.**

Turn your creativity into impact! DigiMelaa is your chance to showcase your storytelling skills, work with real businesses, and compete with creators across colleges.



# WHAT IS DIGIMELAA?

**DigiMelaa** is an exciting **reel-making** competition where participants create engaging **Instagram reels** to promote **real businesses**.

It's not just a Competition, it's a platform to:

- **Build real-world digital marketing skills**
- **Gain visibility as a creator**
- **Work with actual brands**
- **Compete for exciting rewards**

## How It Works

- **Choose a business (local or assigned)**
- **Create a high-quality Instagram Reel**
- **Follow branding guidelines**
- **Post & submit your reel**
- **Grow engagement & impress the jury**





## Important Dates

- Registrations Open: 13<sup>th</sup> April 2026
- Last Date to Register: 30<sup>th</sup> May 2026
- Reel Posting Window: 10<sup>th</sup> – 30<sup>th</sup> May 2026
- Grand Finale: 12<sup>th</sup> June 2026



## Prizes Worth Winning!

**1st Prize: ₹10,000 + Gimbal**

**2nd Prize: ₹7,000 + Action Camera**

**3rd Prize: ₹5,000 + Creator Light**

**4th & 5th: Gadgets & accessories**

**6th–50th: Exclusive merchandise**

**Plus: Certificates for all participants**



# Judging Criteria:

Your reel will be evaluated on:

## Engagement (50%)

- Likes, comments, shares, views

## Jury Evaluation (50%)

- Creativity & storytelling
- Marketing effectiveness
- Clarity of message
- Production quality

Minimum 10,000 views required for Top 3



# Reel Guidelines

- **Duration: 15–90 seconds**
- **Format: Vertical (9:16)**
- **Original content only**
- **Public Instagram account**

## Mandatory:

- **Skypath Digital (Top Left logo)**
- **DigiMelaa logo (Top Right Logo)**
- **Your Instagram handle (bottom)**
- **Required hashtags & tags**

# Who Can Participate?

- **Age: 16+**
- **Students, creators, freelancers, professionals**
- **Individual or team (max 3 members)**

## What to Avoid

- **Plagiarism or copied content**
- **Fake engagement (bots/paid likes)**
- **Offensive or misleading content**
- **Missing branding elements**



# Grand Finale Experience

Join us for an exciting closing event featuring:

- **Top 10 reel screenings**
- **Jury insights & feedback**
- **Prize distribution**
- **Networking with creators & brands**

## Why You Should Participate

- **Build your portfolio**
- **Gain real marketing experience**
- **Get recognised by industry experts**
- **Win prizes & exposure**
- **Be part of a growing creator community**



# Not sure what business to pick?

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- Cafes & Specialty Coffee Shops
- Fitness Centers & Yoga Studios
- Boutique Fashion Labels
- Pet Grooming & Pet Cafés
- Skincare & Beauty Brands
- Tech Startups & Co-working Spaces
- Automotive Detailing & Luxury Cars
- Real Estate & Interior Design
- Adventure Travel & Tour Agencies
- Fine Dining & Fusion Restaurants
- Handmade Jewelry & Craft Artisans
- Street Food Vendors & Food Trucks
- Barbershops & Hair Salons
- Flower Shops & Floral Designers
- Music Schools & Recording Studios
- Eco-friendly & Sustainable Products
- Sneaker Stores & Streetwear Hubs
- Event Planners & Wedding Decorators
- Gadget & Electronics Stores
- Art Galleries & Creative Workshops
- and many more



# REGISTRATION IS NOW OPEN

Don't miss your chance  
to shine as a creator.

Register via the official link

[www.skypathdigital.com/digimelaa](http://www.skypathdigital.com/digimelaa)

Follow updates on Instagram  
Start creating today!

**Need More Information?**  
Get in touch with:

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## POWERED BY SKYPATH DIGITAL

Creating opportunities. Building creators.  
Driving digital impact.