



# TMAC SCORING CRITERIA / MATRIX

**Category:** Best Short Form Video

**Type:** Social Media

**Description:** This category recognizes outstanding travel storytelling created specifically for vertical video platforms. Eligible submissions include TikTok, Instagram Reels, and YouTube Shorts. Entries should demonstrate creativity, clarity, and impact within the short-form, vertical format, engaging viewers while showcasing a destination, experience, or story in a compelling way. This category excludes the Instagram Story feature.

**Judging Considerations:** Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting.

Criteria	Points
<p><b>Style &amp; Creativity</b></p> <p><i>Format Optimization &amp; Originality:</i></p> <ul style="list-style-type: none"><li>• Does the content demonstrate exceptional creativity and innovation, specifically within the vertical video format?</li><li>• Does it present a familiar topic or destination from a unique perspective or in an unexpected way?</li></ul> <p><i>Visual and Audio Engagement:</i></p> <ul style="list-style-type: none"><li>• Is there a highly effective use of visuals, transitions, text overlays, and popular audio/music to capture attention immediately?</li><li>• Does the visual style feel authentic and dynamic, embracing the aesthetic conventions of vertical platforms while maintaining high quality?</li></ul> <p><i>Storyteller's Voice:</i></p> <ul style="list-style-type: none"><li>• Is the storyteller's personality, energy, and perspective clearly evident and engaging, connecting with the audience quickly?</li><li>• Is the tone, style, and pacing appropriate for the platform and its intended audience?</li></ul>	<b>10</b>

<p><b>Quality of Content</b></p> <p><i>Clarity &amp; Concision:</i></p> <ul style="list-style-type: none"> <li>• Is the story, destination, or experience clearly communicated and understood within the short runtime?</li> <li>• Does the content provide tangible value or insight (i.e., a quick tip, a moment of inspiration, a new perspective) for the viewer?</li> </ul> <p><i>Technical Production:</i></p> <ul style="list-style-type: none"> <li>• Is the video quality (resolution, lighting, stability) high, considering the fast-paced nature of the platforms?</li> <li>• Is the audio clear and well-mixed, ensuring the message is easily heard and enjoyed?</li> <li>• Are edits sharp, purposeful, and contribute to the narrative flow, rather than distracting from it?</li> </ul> <p><i>Information &amp; Authenticity:</i></p> <ul style="list-style-type: none"> <li>• Do the details, facts, or recommendations (if any) feel authentic and trustworthy, even in a brief format?</li> <li>• Does the content effectively showcase the destination or experience, making the viewer feel like they are there, even briefly?</li> </ul>	<p><b>10</b></p>
<p><b>Impact</b></p> <p><i>Immediate Engagement &amp; Attention:</i></p> <ul style="list-style-type: none"> <li>• Does the video hook the viewer's attention within the first 1-3 seconds?</li> <li>• Does it maintain engagement throughout its duration, leaving a memorable impression?</li> </ul> <p><i>Inspiration &amp; Action:</i></p> <ul style="list-style-type: none"> <li>• Does the content inspire a desire to learn more, visit the destination, or try the experience?</li> <li>• Does it effectively encourage interaction (i.e., through comments, shares, saves) or drive viewers to further content?</li> </ul> <p><i>Cultural Relevance:</i></p>	<p><b>10</b></p>

<ul style="list-style-type: none"> <li>• Does the video demonstrate an understanding of platform trends, sounds, and communication styles, using them effectively to amplify its message?</li> <li>• Does the content feel fresh, relevant, and shareable within the current digital landscape?</li> </ul>	
<p><b>Overall excellence</b></p> <p><i>Platform Mastery:</i></p> <ul style="list-style-type: none"> <li>• Does this submission represent a masterclass in vertical video storytelling, demonstrating exceptional command of the format's unique demands?</li> <li>• Is it an example of how to effectively and creatively tell a travel story in under 3 minutes?</li> </ul> <p><i>"Wow" Factor and Replayability:</i></p> <ul style="list-style-type: none"> <li>• Does the video evoke a strong "wow" factor, making you want to watch it again, save it for future review, or immediately share it?</li> <li>• Does it leave you wanting to explore more content by this creator?</li> </ul> <p><i>Standard Setting:</i></p> <ul style="list-style-type: none"> <li>• Does this entry set a new benchmark for creativity, engagement, and impact in vertical travel video?</li> </ul>	<b>5</b>
<b>Total</b>	<b>35</b>