

*Great Lengths*<sup>®</sup>

# METAMORPHOSIS 2019

**WIN  
A TRIP TO  
ITALY**

TIME-LAPSE

**VIDEO**

SLOW-MO





*Great Lengths*<sup>®</sup>

# METAMORPHOSIS 2019

## **GREAT LENGTHS TRANSFORMATION VIDEO COMPETITION**

**Will you be named Great Lengths  
Top Make Over Extensionist for 2019?**

For the first year ever, Great Lengths is looking to name the top make over extensionist for Australia and New Zealand in a 'total transformation' video.

Any Great Lengths extensionist can enter - as many times as they want - by submitting their transformation video using Great Lengths bonds or GL Tapes.

**THE GRAND PRIZE WINNER WILL WIN A TRIP TO GREAT  
LENGTHS HEADQUARTERS IN ROME ITALY!**

**Competition opens July 1<sup>st</sup>**

**Entries close September 13<sup>th</sup>**

# PARTICIPATION RULES

Using a model of your choice, create the winning extension makeover for 2019.

## JUDGING

In our first ever video competition we are calling all extensionists to join in and give us their winning submission for a total make over video showcasing Great Lengths hair extensions. You will be judged on your technical skill and creativity in showcasing the best makeover in video format.

Judging is based on:

**Colour matching & styling, quality of video, choice of model and the overall impression of the make over.**

## THE RULES

- » **As many entries** as you like
- » **1 model** per entry
- » Participant must use only **Great Lengths hair extensions**
- » You can show styling variations to highlight the versatility of your look

## DEADLINE & SUBMISSION

Submit your video with an **email stating the number of strands or tapes, the colours of each, and the length.**

All forms, videos and entry fee must be emailed to :

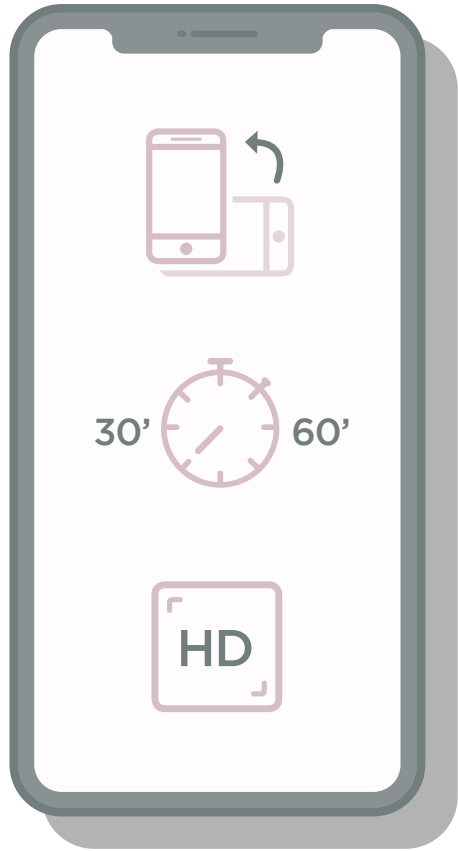
Great Lengths ([marketing@greatlengths.com.au](mailto:marketing@greatlengths.com.au))  
by Friday **September 13th, at 5:00PM** EST.

No late or incomplete entries will be accepted.

## ▶ ENTRY

Participant must use only Great Lengths hair extensions. Your digital video entry must contain:

- » 1 x video held **VERTICALLY**
- » The video must be **no longer than 60 seconds** in length
- » The video must be submitted without having been compressed: **720p minimum**



## ▶ SUBMISSION CHECKLIST

Make sure that you have properly read all the conditions of entry on your application before sending us the following components:

- Completed application form
- 1 x vertical video (720p max 60 seconds)
- Entry fee of \$200, (pay via credit card)

That's it! Time to start creating your look!

# THE TIMELINE

## JULY 1

Entries **open**.

## SEPTEMBER 13

Entries **close**, 5PM sharp.

## SEPTEMBER 16

**Judging** by a panel of nine industry figures will take place.

## OCTOBER 28, 2019

The finalists and national winner of the Metamorphosis competition will be **announced at the LA SOIREE** salon industry party in Sydney on October 28th.

## 2020

The national winner embark on a **European trip** to celebrate their title as the Great Lengths Extensionist of the Year.



# PRIZES

## METAMORPHOSIS TOP EXTENSIONIST WINNER

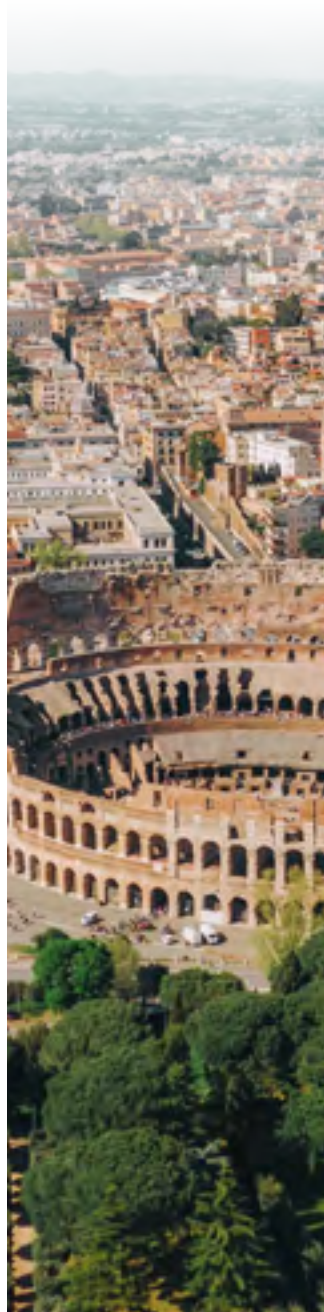
The Great Lengths Top Extensionist of the Year grand final winner will be invited to an **unforgettable trip to Rome in 2020 for four days**, three nights and a private tour of the Great Lengths headquarters. The Great Lengths Top Extensionist of the Year will also receive an exclusive press kit and advertising kit to promote the nomination in the salon and the press. In addition, their winning video will be promoted to over 50,000 unique viewers on social media, driving traffic to their salon. He or she will be featured on the Great Lengths website as the top extensionist of the year for their make over video.

## TOP FIVE FINALISTS

The top five finalists of the Metamorphosis competition will be announced at the LA SOIREE salon industry party in Sydney on October 28th. Each finalist will have their **videos promoted** on social media to be seen by over 30,000 viewers driving traffic to their salon Instagram. They will also be **featured on the Great Lengths website** on the 'TOP EXTENSIONISTS' Page.

## PARTICIPANTS

All participants will receive an invitation to the LA SOIREE party in Sydney on October 28th. They will also receive a **certificate** of their participation in the Great Lengths Metamorphosis competition.



*Great Lengths*<sup>®</sup>

[GREATLENGTHS.COM.AU/METAMORPHOSIS](https://GREATLENGTHS.COM.AU/METAMORPHOSIS)