**Submission Guidelines – Registration Stage**

**Topic:** Share one digital campaign idea that engages Karachi's youth around any social issue.

All participating teams are required to submit their Digital Campaign Idea as part of the registration process. Please follow the guidelines below:

1. Submission Format

Teams must submit a 3-slide PDF (maximum) and 2 min video covering the following:

Slide 1 — Campaign Overview

- Campaign Name
- The Social Issue being addressed
- Target Audience
- Core Message / Insight

Slide 2 — Campaign Idea & Execution

- Key campaign concept
- How it will engage youth
- Digital platforms to be used (IG, TikTok, X, etc.)
- Sample content ideas or activations

Slide 3 — Expected Impact

- What change or engagement the campaign aims to create
- Why the idea is relevant to Karachi
- Any measurable outcomes

2. File Requirements

- Format: PDF only
- Maximum: 3 slides
- File Size: Under **10** MB

3. How to Submit

1. Visit the iSprint website
2. Go to the Registration Form
3. Upload your 3-slide PDF and share drive link
4. Ensure all team details are correctly filled
5. Click Submit

4. Shortlisting

Teams will be shortlisted based on:

- Relevance – 25%
- Creativity – 25%
- Feasibility – 25%
- Clarity of presentation – 25%

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