

" Main Street Branding ~ iReels!

Visual Content and Short Video Submissions"

Event Guidelines

I. Purpose of the Event

Commissioned by the Department of Commerce, Ministry of Economic Affairs, and promoted by the Commerce Development Research Institute, the event showcases the distinctive features and cultural heritage of Taiwan's local districts under the "Main Street Branding" initiative. It aims to raise public awareness and encourage immersive experiences and community participation. A call for submissions of visual and short video works invites creative storytelling through new media to capture each district's highlights. The event strengthens regional vitality, enhances the brand value of main streets, and supports cultural preservation and the sustainable development of local culture and service industries.

II. Event Details

Invite participants from local and abroad to creatively showcase the unique characteristics of the street. The " Main Street Branding ~ iReels! Visual Content and Short Video Submissions" event encourages participants to present their creations through visual content or short videos. Participants can share their creations publicly on their personal social media platforms and complete the registration form to join the selection. Outstanding submissions will have a chance to win exciting prizes and shine as tomorrow's star.

- Submission Period :

From the announcement date until noon on October 31, 2025 (Friday)

- Target Participants :

The call is open to individuals who have creative ideas or filming concepts related to the "Main Street Branding" initiative. Applicants of all nationalities are welcome. Participants under the age of 18 must obtain the consent of their legal guardian.

III. Submission Categories

- Visual Content Category
- Short Video Category – Taiwanese participants
- Short Video Category – Foreign participants

Each participant may submit up to two entries, one for the Visual Content group and one for either Short Video group. Separate registration forms must be filled out for each category. Only the latest submission will be considered if multiple entries are submitted.

IV. Registration

Registration Link : <https://lihi.cc/nLr40>

Participants must complete the form and upload their work.

Confirmation email will be sent upon successful registration.

For team entries, one representative must register and serve as the contact person.



(Registration Link)

V. Specifications & Format

Please create visual content or shoot a short video according to the following specifications.

Specification	Visual Content Category	Short Video Category (Taiwanese / Foreign)
Content Requirements	<ul style="list-style-type: none">• Must include at least one Main Street Branding theme (see Attachment 1.) Example: “Jinshan Street of Sweet Potato” must feature sweet potato elements.	
	<ul style="list-style-type: none">• Photos must clearly showcase the unique features of the street, and can include street views, shops, products, or interactions with people.• Posts must include at least one keywords related to the Main Street Branding and the themed street (e.g., Main Street Branding, Yunlin Xiluo Street of Rice & Sauce, Rice&Sauce).• If uploading to social media platforms, include hashtags for the Main Street Branding and the themed street (e.g.,#MainStreetBranding, #YunlinXiluoStreetofRice&Sauce).	<ul style="list-style-type: none">• Video must clearly show the name of the Main Street Branding (e.g., “Revealing Yunlin Xiluo Rice & Sauce Street”).• Video style is flexible and may include street views, shop features, interactive scenarios, or people. However, it must clearly highlight the district’s unique features and stories.• If uploading to social media platforms, include hashtags for the Main Street Branding and the themed street (e.g.,#MainStreetBranding, #YunlinXiluoStreetofRice&Sauce).

Specification	Visual Content Category	Short Video Category (Taiwanese / Foreign)
Work Requirements	Minimum 6 photos, max 300 words.	30–60 seconds, 1080P (1080x1920), vertical 9:16, MP4 format.
Suggested Platforms	Upload your work to Instagram, Facebook, Threads, PIXNET, or other blogging platforms, and set it to public sharing.	Upload the video to Instagram, Facebook, Threads, or YouTube, and set it to public sharing.
Submission Method	<ul style="list-style-type: none"> • Save the formatted image & text as a PDF and upload via the registration link. • Filename format: [Visual Content Category] Full Name of Creator + The street name of the Main Street Branding (e.g., [Visual Content Category] Amy Huang –Yunlin Xiluo Street of Rice & Sauce) • The submission will be considered complete once the upload is successful. 	<ul style="list-style-type: none"> • Upload the MP4 video via the registration link. • Filename format: [Short Video Category of Taiwanese/Foreign] Full Name of Creator + The street name of the Main Street Branding (e.g., [Short Video Category of Foreign] Amy Huang –Yunlin Xiluo Street of Rice & Sauce) • The submission will be considered complete once the upload is successful.

VI. Judging Criteria & Selection Process

- Preliminary Review :

Qualification and content check by the executing unit.

- Final Review :

Judges with over 5 years of experience (including bloggers, influencers, and experts) will select the top 3 winners and 2 honorable mentions in each category. The results will be announced on the official website of Main Street Branding, and winners will be contacted for prize collection.

• Judging Criteria :

Criteria	Focus	Weight
Theme	Focus on Brand Street theme and cultural elements.	30%
Creativity	Use of diverse storytelling, humor, trending topics.	30%
Photography Skills	Composition, lighting, clarity	20%
Impact	Storytelling and engagement	20%

VII. Prizes & Rights

Winning entries will be used as marketing materials for future Main Street Branding initiatives, and creators may be offered business matching opportunities.

- Total prize value : NT\$210,000 worth of rewards of equivalent value
- Prizes per Category :
 - 1st Prize (1 winner) : NT\$30,000 in equivalent rewards
 - 2nd Prize (1 winner) : NT\$20,000 in equivalent rewards
 - 3rd Prize (1 winner) : NT\$10,000 in equivalent rewards
 - Honorable Mentions (2 winners) : NT\$5,000 in equivalent rewards each

VIII. Timeline

- Deadline : 12:00 PM (noon), Friday, October 31, 2025
- Judging Process : Scheduled to take place in early November, 2025
- Winner Announcement : Scheduled to be announced on the Main Street Branding official website by the end of November, 2025

IX. Contact

Mr. Lin: 0920-854-736 | Email: mxie7788@gmail.com

Mr. Ma: 07-2223999 ext. 142 | Email: P114031@cdri.org.tw

X. Important Notes

1. Authorization of Winning Works

All winning entries must provide original files and agree to grant the organizer and co-organizer a royalty-free license for use during the execution and promotion period of the “Main Street Branding” project. The scope of use includes but is not limited to marketing, public display, and necessary editing or adaptation for promotional purposes. The creator (or team) agrees not to exercise moral rights against the organizer and co-organizer.

2. Originality Requirement

Submitted works must be original creations of the creator (or team). Borrowing, plagiarism, copying, or imitation that infringes on copyright, patent, trademark, portrait rights, privacy, or personal data protection is strictly prohibited. AI tools may be used as auxiliary assistance (e.g., text refinement, visual embellishment, touch-ups), but works may not rely entirely on AI-generated content and must ensure no infringement of copyright, portrait rights, or privacy. Any disputes or legal liabilities arising from violations shall be borne solely by the creator (or team). The organizer and co-organizer shall not be held jointly liable.

3. Previous Awards

Works that have previously been submitted to and won awards in other domestic or international competitions or exhibitions may not be resubmitted. Violations or reported cases will result in disqualification, revocation of awards, and public announcement.

4. Content Restrictions

Entries must not contain obscene, violent, or illegal content. Verified violations will result in disqualification and revocation of awards, with the creator (or team) bearing all related legal liabilities.

5. Copyright and Intellectual Property

If works include music, sound effects, text, charts, photos, or other materials, only legally authorized sources may be used, and proper attribution must be provided. Disputes or violations of copyright or intellectual property rights shall be the sole responsibility of the creator (or team).

6. Tax Regulations

In accordance with the laws of the Republic of China (Taiwan):

(1) Residents in Taiwan: If the prize value exceeds NT\$1,000, it must be declared in the winner’s annual personal income tax. If the total prize value exceeds NT\$20,010, a 10% withholding tax will be deducted before collection. Winners must provide a copy of their National ID (front and back). The organizer will issue and mail the withholding certificate within the tax year.

(2) Non-residents in Taiwan: Individuals (Taiwanese or foreigners) who reside in Taiwan for less than 183 days in the tax year are subject to a 20% withholding tax on prize value regardless of the amount. Winners must provide a copy of their passport or residence permit.

The organizer will issue the withholding certificate for the relevant tax year.

(3) Tax obligations: All taxes arising from participation in this contest are the sole responsibility of the winner. Failure to comply will result in disqualification. Any changes in tax regulations shall follow the updated provisions.

7. Personal Data

The organizer may collect, process, and use personal data of the creator (or team) as needed for registration management, event communication, identity verification, and other administrative purposes, in compliance with the Personal Data Protection Act.

8. Accuracy of Information

All information provided by the creator (or team) must be accurate and complete. Misuse or misappropriation of others' information will result in disqualification, with all legal liabilities borne by the creator (or team).

9. Group Submissions

(1) The representative must obtain consent from all team members in advance and provide their personal information to the organizer.

(2) Internal task division or prize distribution must be handled by the team itself and is not the responsibility of the organizer.

(3) In the event of winning, one representative will be designated to collect the prize. If the representative is unable to attend, a replacement consent form signed by all team members must be submitted within the deadline.

10. Agreement to Rules

By participating in this event, creators (or teams) agree to comply with these regulations and accept that the organizer has the final decision-making authority on all matters related to the event.

Attachment 1. “Main Street Branding” List & Thematic Content

1. The Department of Commerce, Ministry of Economic Affairs, has supported 21 branded main streets.
2. Submissions must include the following "required content" for the “Main Street Branding”

No	The street name of the Main Street Branding	required content
1	Kaohsiung Yancheng Street of Milk Tea	Milk Tea
2	Tainan NCKU Street of Diverse Cuisine	Exotic Cuisine
3	Tainan Hai'an Street of Wine	Food or Drink on the street
4	Kaohsiung Sanfeng Street of Grocery	Grocery
5	Kaohsiung Renwu Street of Hotpot	Hot pot or Soup
6	Yilan Street of Surfing	Surfing and Related Shops
7	Taipei Nanchang Street of Furniture	Furniture and Related Shops
8	Nantou Sun Moon Lake Street of Black Tea	Tea or Related Product
9	Changhua Tianwei Street of Flower	Flowers, Horticulture, and Potted Plants
10	Yunlin Xiluo Street of Rice & Sauce	Rice or Sauce Related Product
11	Chiayi Xingang Street of Confectionery	Confectionery
12	Tainan Street of Salted Water Noodles	Local Noodles
13	Kaohsiung Liugui Street of Hot Spring Food	Hot Springs or Hot Spring Meals
14	Yilan Jiaoxi Street of Foot Bath	Hot Spring Foot Bath or Foot Massage
15	Jinshan Street of Sweet Potato	Sweet Potatoes or Sweet Potato-Related Products
16	Miaoli Tai'an Street of Tofu	Tofu
17	Taichung Street of BBQ	Roasted meat
18	Changhua Xihu Street of Mutton Hot Pot	Mutton hot pot
19	East Chiayi Street of Old House Coffee	Old House or Coffee
20	Kaohsiung Jiaxian Street of Taro Ice	Taro Ice
21	Kinmen Jincheng Street of Porridge	Porridge