

DRAFT GUIDE - NOT OFFICIAL CONTEST RULES

Build something worth sharing.

Create, publish and measure your own Black Friday campaign for a chance to win \$1,000 CAD in Randmar credit.

Registration is not open. Final rules and the entry process must be confirmed. Joining Telegram or using a template does not register an entry.

Campaign calendar

Campaign: 19 October - 30 November 2026

Activity closes: 30 November 2026, 11:59 p.m.

BFCM results: 27-30 November 2026

Final proof: 2 December 2026, 11:59 p.m. - Proposed

Judging: after final proof, dates to be confirmed

Winner: By 7 December 2026 - Proposed

All times are Montreal / Eastern Time (America/Montreal).

Five steps, from idea to evidence

1. Prepare & register

Read the rules. Once registration opens, post an entry message in the official Randmar Academy Telegram group using the pinned format: business name, Partner display name or non-sensitive identifier, nominated representative, public profile link and confirmation of the published official rules. Moderator acknowledgment is required. Joining the group alone does not register your business. Never post Partner credentials or confidential account details.

2. Create your campaign

Use Academy resources to make one original campaign asset. A 9:16 vertical video is recommended; eligible formats and channels must be confirmed before entries open.

3. Publish consistently

Publish original, relevant public content during the campaign window. Keep dated links and retain access to each post through verification.

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4. Share your proof

Post a dated activity log every Friday in Telegram. Use redacted performance snapshots and submit final BFCM evidence by the confirmed deadline. A final catch-up mechanism will cover missed logs where activity is otherwise verifiable.

5. Review & results

Randmar verifies eligibility, evidence and point calculations using a standardized worksheet. Score review and tie resolution happen before winner confirmation and announcement.

Consistency counts the most - 100 points

The approved allocation is 20 / 50 / 30. Full engagement and outcome tiers must be published before registration opens.

Creative & Brand Execution - 20 points

An original campaign. A clear message. A brand your audience recognizes.

10 participation points for one original Academy-guided campaign video or asset, published on an eligible channel. Provide an accessible public link and verification that the partner owns the publication.

Up to 10 quality points: assess message clarity (0-4), brand accuracy (0-4), creative execution (0-4), and call-to-action / suitability to audience (0-3). Scale the combined rubric score out of 15 to 10 points: $\text{rubric score} \div 15 \times 10$.

At least two human reviewers score independently, record their rationale and resolve major discrepancies. AI may assist; it cannot provide unreviewed official scores. There is no AI-score entry gate.

Organic Consistency & Engagement - 50 points

Show up with original content. Build authentic engagement.

Up to 30 consistency points: one point per distinct America/Montreal calendar date with a qualifying original, relevant public post during the campaign. Multiple posts on the same day earn no extra daily points. Posts must remain accessible through verification.

Up to 20 performance points for authentic engagement, using prepublished criteria that account for account size and paid promotion. Suggested measures are engagement rate, qualified reach and evidence quality; exact tiers remain pending.

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Purchased followers, engagement pods, fabricated impressions, automated spam and repeated re-uploads without meaningful original contribution earn no reward.

BFCM Campaign Results - 30 points

Document your results. Show progress against a fair baseline.

Up to 15 verified-outcome points for substantiated BFCM orders or sales value against prepublished tiers. Returns, cancellations and taxes must be treated consistently; exact tiers and treatment remain pending.

Up to 15 improvement points against a predeclared comparable reference window. A transparent low-baseline rule must prevent inflated growth percentages from near-zero revenue. The window and rule require confirmation.

Without a reliable comparison period, an approved alternative achievement rubric is required before launch. Missing history does not automatically mean zero or maximum points.

Use redacted, platform-neutral analytics or business reports showing dates, totals and source system. Shopify, WooCommerce, other commerce platforms and equivalent documented sales records are subject to verification.

Participation and verification

Eligibility & entry

One registered entry per eligible Randmar Partner account and business, with a nominated representative and moderator acknowledgment. Purchase is not assumed to be required. Final eligibility restrictions must be published before entries open.

Originality & quality

Work must be original, relevant and verifiable. A 9:16 vertical video is recommended. Candidate channels are Instagram Reels, TikTok, YouTube Shorts; these are subject to approval, along with any other public short-video platforms and eligible formats.

Evidence integrity

Only campaign-window activity earns points. Public posts must remain accessible through verification. No fabricated metrics, purchased engagement, spam or duplicated activity for extra daily points. Weekly logs and final redacted reports support manual verification.

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Human judging

Use the same standardized scoring worksheet for every eligible entry. At least two human reviewers independently score creative quality, retain their rationale and resolve major discrepancies. Review eligibility, evidence, point calculations and ties before declaring a winner.

Ties & score review

The recommended order is higher Pillar 1, then Pillar 2, then jointly reviewed creative quality. Approval of this order, a final unresolved-tie process and time-bounded score review is required before registration opens. No winner is declared automatically at campaign close.

Prize conditions

One \$1,000 CAD in Randmar Credit prize. Credit expiry, transferability, redemption limits, exclusions and winner obligations require confirmation. Winner verification precedes announcement.

Share evidence. Protect private details.

Group members can see Telegram posts. Share public content links and minimize or redact commercial reports. Never share Partner credentials, passwords or confidential account details. Do not include buyer names, personal addresses, order IDs or sensitive unit margins. If redaction is insufficient, a secure private escalation channel must be approved before publication; do not post complete confidential reports in the group.

Still being confirmed

These decisions must be settled before registration opens. Confirmation dates have not yet been supplied.

1. Partner eligibility, geography, age and eligible business types; purchase is not assumed as an entry requirement.
2. Credit expiry, transferability, exclusions, redemption limits and winner obligations.
3. Exact engagement and outcome tiers, comparable baseline, low-baseline treatment and alternative rubric for missing history.
4. Eligible public platforms and creative formats, paid-post policy, originality/IP rights, disclosures and acceptable AI assistance.
5. Moderation contacts and a secure private verification channel when redacted public evidence is insufficient.

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6. Final evidence and announcement dates; Friday-log catch-up instructions and late-evidence treatment.
7. Judge eligibility and conflicts, removed posts, withdrawals, disqualification, manipulation investigations and correction of administrative errors.
8. Time-bounded score review, winner confirmation and the final unresolved-tie process.
9. Canadian legal review, including skill-based requirements, taxes, publicity permissions and province-specific conditions.

Tools and questions

Creative prompt: randmar.io/prompts/brand-story-partner-pitch-video

Marketing Materials: randmar.io/playbook/marketing-materials

Academy community: t.me/RandmarAcademy

Questions: randmar.io/contact

Planning guide prepared 23 October 2026. Consult the live page for current information. This document does not replace the final official rules.