

# Iconic Influencer Award London

## Individual Excellence Award

### Iconic Beauty and Makeup Influencer

#### OVERVIEW

The Iconic Beauty and Makeup Influencer award recognizes individuals who have made a significant impact in the beauty and makeup industry. These influencers are known for their creativity, skill, and expertise in makeup application, skincare, and beauty trends. They share tutorials, product reviews, transformation videos, and personal beauty journeys with their audiences on platforms like Instagram, YouTube, TikTok, and blogs. Nominees in this category are celebrated for their ability to inspire confidence, educate their followers about makeup techniques, skincare routines, and promote diversity and inclusivity in beauty standards.

#### ELIGIBILITY

- Active Content Creation: The influencer must consistently create and share beauty and makeup-related content on platforms like Instagram, YouTube, TikTok, or beauty blogs.
- Makeup and Beauty Focus: ..

#### QUALITATIVE CRITERIA

- Authenticity: The influencer's ability to maintain authenticity in their content, including honest product reviews and showcasing real beauty transformations without filters or heavy editing.
- Confidence and Empowerment: The influencer's ability to empower followers to express themselves through ..

#### JUDGING CRITERIA

- Content Creativity: The originality and creativity of beauty content, including makeup looks, tutorials, product reviews, and innovative beauty trends.
- Audience Engagement: The level of interaction with followers, including likes, comments, shares, and direct engagement through Q&As or live sessions.
- Consistency in Posting: The frequency of beauty-related posts, tutorials, and videos, demonstrating a regular commitment to creating engaging content.
- Expertise in Beauty and Makeup: Demonstrated knowledge of makeup techniques, beauty trends, skincare routines, and the ability to provide professional advice to followers.
- Impact on Beauty Trends: The ability to shape and influence makeup and beauty trends, whether through viral tutorials, transformations, or beauty ..

#### METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none"><li>• <b>Followers/Subscribers Count:</b> The total number of followers or subscribers across social media platforms, indicating the influencer's overall reach and popularity.</li></ul>		

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