

# Iconic Influencer Award London

## Individual Excellence Award Iconic Lifestyle Influencer

### OVERVIEW

The Iconic Lifestyle Influencer award honors individuals who have shaped and inspired modern living through their unique perspectives on lifestyle, wellness, productivity, travel, fashion, beauty, and personal development. These influencers create engaging content that resonates with followers by offering advice, motivation, and inspiration on leading a fulfilling and balanced life. Whether it's through healthy living tips, home organization hacks, self-care routines, or cultural explorations, they share experiences that encourage a positive and empowered lifestyle. Nominees in this category are not only trendsetters but also relatable, using their platforms to foster connections and inspire their audience to enhance their everyday life.

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### ELIGIBILITY

- **Active Content Creation:** The influencer must consistently share lifestyle-related content, including wellness tips, travel experiences, productivity hacks, fashion advice, home organization tips, or personal growth stories.

### QUALITATIVE CRITERIA

- **Authenticity:** The influencer's genuine voice and lifestyle, sharing real, unscripted moments that resonate with followers and build trust.
- **Relatability:** The ability to connect with a wide audience, offering practical advice that viewers can apply to their own lives, whether it's about self-care..

### JUDGING CRITERIA

- **Content Variety and Quality:** How diverse and high-quality the content is across different lifestyle categories, including wellness, travel, home organization, and personal growth.
- **Audience Engagement:** Interaction with followers through comments, live chats, contests, and Q&A sessions that foster a strong, loyal community.
- **Influence on Trends:** The ability to influence lifestyle trends in areas such as fashion, health, travel destinations, or wellness practices.
- **Authenticity and Relatability:** The degree to which the influencer remains true to their own lifestyle while resonating with followers, making their content feel authentic and relatable.
- **Brand Collaborations:** The quality and relevance of collaborations with brands, including sponsored content, product ..

### METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none"><li>• <b>Followers/Subscribers Count:</b> The size of the influencer's audience across platforms like Instagram, YouTube, TikTok, or blogs, indicating their reach in the lifestyle space..</li></ul>		



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