



SUBLUE

Official Contest Rules

THE WATER JUNKIE

1. Introduction

Ohhh! Contest and Sublue invite 30 elite filmmakers to dive beneath the surface and capture what it truly means to become a Water Junkie.

A Water Junkie feels heavy on land and limitless in the blue. This contest challenges cinematic storytellers to show how Sublue technology transforms human movement into a superpower underwater.

Selected participants will receive a Sublue underwater scooter to keep after the contest. A total of \$10,000 USD in cash prizes will be awarded to the top three filmmakers. Winning films will be featured in Sublue's 2026 global marketing campaigns.

2. Contest Period

- March 1 – March 10: Application and Portfolio Submission
- March 12: Announcement of the 30 Selected Filmmakers
- March 15 – March 22: Shipping of Sublue Units
- April 20: Final Video Submission Deadline
- April 30: Winner Announcement

3. Eligibility

- Age: Participants must be at least 18 years old at the time of entry.

- Experience: Applicants must demonstrate strong underwater videography or filmmaking experience.
- Portfolio: A portfolio or links to previous work must be submitted during application.
- Geographic Eligibility: Participants must be located in a supported shipping region for this contest.

4. How to Enter

- Step 1: Apply through the Ohhh! Contest platform.
- Step 2: Submit your portfolio and select your preferred category: Performance Junkie, Adventure Junkie, or Social Junkie.
- Step 3: If selected, you will be officially confirmed and assigned one Sublue unit.
- Step 4: Produce your cinematic submission following all technical and creative requirements outlined in these rules.
- **Step 5:** Upload your final video to Google Drive with access set to “Anyone with the link can view.” Submit the Google Drive link to **Submissions@ohhhcontest.com** before April 20.

Your submission email must also include:

- The official title of your film
- A short written description explaining the concept and creative direction

5. Contest Structure and Creative Requirements

Each selected filmmaker must submit one final cinematic film. Filmmakers choose one of the three categories below and must follow its creative direction.

The 80 Percent Underwater Rule

At least 80 percent of your final edit must take place underwater in clean, high-visibility blue water. Failure to meet this requirement will result in disqualification.

Category A — Social Junkie (Pool Lifestyle)

- Style: Lifestyle commercial
- Vibe: Joy, connection, family bonds, summer energy

Show the product as the centerpiece of a pool gathering. Capture underwater laughter, flowing motion, and effortless connection. The energy should feel cinematic and emotionally uplifting.

Category B — Performance Junkie (Pool Performance)

- Style: High-performance sports commercial
- Vibe: Intense, focused, powerful

Shoot inside indoor Olympic or professional training pools. Focus on muscular tension, speed, discipline, and the flow state. Product features including triggers, OLED display, and streamlined design must be integrated as hero elements.

Category C — Adventure Junkie (Open Water)

- Style: Epic adventure or luxury exploration
- Setting: Oceans, lakes, or rivers

Showcase the product as the ultimate tool for modern explorers. From yacht-side dives to reaching remote reefs or exploring local marine wildlife, the story must communicate freedom and immersion in the open water.

6. Technical Requirements

- Format: Deliver both 9:16 vertical (social-first) and 16:9 horizontal (cinematic) versions.
- Duration: 45 to 90 seconds.
- Resolution: Minimum 4K.
- Style: High-end storytelling with immersive sound design.
- Water Quality: Must be shot in clean, high-visibility water.
- Product Visibility: The Sublue scooter must be clearly identifiable and integrated as a hero element throughout the film.

7. Scoring System

Submissions will be evaluated by the Subblue Brand Team using the following criteria, totalling 100 points:

- Cinematography — 30 points: Stabilization, lighting, use of underwater light rays, clarity, and framing.
- 80 Percent Rule — 25 points: Adherence to the underwater footage requirement.
- Story and Concept — 20 points: Original idea, structure, and creative direction.
- Editing Rhythm — 15 points: Pacing, transitions, sound sync, and momentum.
- Narrative Impact — 10 points: Emotional pull, memorability, and rewatch value.

8. Prize Breakdown

Total Prize Pool: \$10,000 USD

- Grand Champion: \$5,000 USD
- 2nd Place: \$3,000 USD
- 3rd Place: \$2,000 USD

All 30 selected filmmakers will additionally receive:

- One assigned Subblue unit to keep (valued up to \$2,999 USD).
- Global exposure across Subblue's digital platforms.
- Eligibility to be featured in Subblue's 2026 global marketing campaigns.

Prizes are paid via bank transfer or PayPal. Winners are responsible for all applicable taxes and transaction fees in their country of residence.

9. Music Licensing

- Copyrighted music without proper licensing is strictly prohibited.
- Music must be original, royalty-free, or legally licensed.

- Proof of license may be requested by Ohhh! Contest or Sublue at any time.

10. Content Ownership and Usage Rights

- Participants retain full ownership of their submitted work.
- By submitting, participants grant Ohhh LLC and Sublue a worldwide, non-exclusive, royalty-free, perpetual license to use, edit, translate, repost, and promote the submitted videos across all digital and marketing platforms.
- Proper credit will always be given to the creator.

11. General Terms

- Ohhh LLC and Sublue reserve the right to modify, suspend, or terminate the contest at any time.
- Failure to comply with any rule may result in immediate disqualification.
- Ohhh LLC is not responsible for lost, late, incomplete, or misdirected submissions.
- This contest is not affiliated with, sponsored by, or endorsed by Instagram, TikTok, YouTube, or Google.

12. Liability and Disclaimer

By entering this contest, participants agree to release Ohhh LLC and Sublue from any and all liability related to participation, filming activities, underwater production, travel, equipment use, or prize acceptance.

Participants are solely responsible for ensuring safe diving practices, proper equipment use, and full compliance with all local laws, regulations, and safety standards applicable in their filming location.

13. Governing Law

These contest rules are governed by the laws of the State of Wyoming, United States of America. Any disputes arising in connection with this contest shall be subject to the jurisdiction of the courts located in Sheridan County, Wyoming.

14. Contact

For all contest inquiries:

Email: hello@ocontest.co

Company: Ohhh LLC

Address: 1309 Coffeen Avenue STE 1200, Sheridan, Wyoming 82801, United States of America