

British Council IELTS Prize(2025)

Frequently Asked Questions

1. I took IELTS with the British Council before 01 April 2024, am I eligible?

No, only candidates who took IELTS with the British Council between 01 April 2024 and 25 September 2025 are eligible.

2. I took IELTS with an organization other than the British Council, can I apply?

No, the IELTS Prize 2025 is only for candidates who took IELTS with the British Council during the specified period (01 January 2025 to 15 September 2025).

3. Can I apply if I have not taken IELTS?

No, the IELTS Prize 2025 is only for candidates who took IELTS with the British Council during the specified period (01 April 2024 to 25 September 2025).

4. I have taken IELTS multiple times, which result can I use to register?

You can use any result from 01 April 2024 to 25 September 2025 to register, as long as the test was taken with the British Council. However, each candidate can only participate only time.

5. Can my video be longer than 2 minutes?

No, the video must be a maximum of 2 minutes to ensure fairness between candidates.

6. Can I use effects, filters or AI to edit the video?

You can edit the lighting and color to make the video look more professional, but you should not use AI to create the content because the judges will evaluate your authenticity and creativity. At least 20% of the video must feature the participant.

7. Can I enter by telling a story instead of appearing live in the video?

You must appear for at least 20% of the video (equivalent to 25 seconds). Please note that videos using AI voices, deepfakes or substitute characters will not be considered eligible. You can still use photos, video illustrations or other creative forms, as long as the content convincingly conveys your story.

In addition, entrants must confirm and warrant that the video does not infringe any third-party copyright or any copyright. The British Council is not responsible for any intellectual property infringement that may occur in the video submitted by the entrant.

8. Can I ask friends or celebrities to share my video to increase my score?

Yes! Sharing your video widely will help attract engagement on your post. You may start building the post interaction as early as Phase I. If selected for Phase II, public engagement on your video or post (likes, comments and shares) will be 30% of your total score. *1reaction = 1 point

9. Can I run ads to increase interactions for my entry?

We highly discourage any form of cheating/increasing engagement including use of advertising tools, seeding/spam to increase engagements in your post. If you are discovered or suspected of cheating, your entry will be disqualified.

10. What signs are identified as videos violating fraud/increasing fake interactions/using advertising tools, seeding or spam?

Signs include but are not limited to (final decision belongs to British Council):

Sudden growth in interactions (reactions, comments, shares) from fake accounts (accounts without full information like real users, no activity for a long time, locked personal pages, or accounts dedicated to hunting minigames)

Uneven interaction, for example: 10 likes but 1,000 shares.

Unnatural/meaningless comments such as "dots" or special characters but no other meaning.

Too many similar comments or only a few characters/words changed

11. If I forget to add the required hashtag, can I edit my post? Can I add another hashtag?

Yes, you can edit your post to add a hashtag before the Phase 1 deadline. You can also add other hashtags, but make sure you include all 3 hashtags of the program: #IELTSPrize2025 #IELTSJourney #BritishCouncilIELTS.

12. Can I enter as a team or must I enter as an individual?

Only individual entries are accepted.

13. If I find a contestant cheating by buying interactions, can I report it?

Yes. You can send feedback to the British Council Customer Service Email (PH_ManilaMarketing@britishcouncil.org) to ensure the contest is fair.

14. Does the competition prize include personal income tax (PIT) *(not applicable for Myanmar)*?

Yes. The prize value of the competition includes personal income tax (PIT) according to the rate prescribed by current law.