

THE “KELLOGGS HAS NOODLES CAMPAIGN”

COMPETITION TERMS AND CONDITIONS

1. COMPETITION DURATION

The Competition shall operate between 1st August 2018 and the 31st of October 2018. Designated dates for the participating universities will be published on the Kellogg’s website and The Real House of Pure Events social media pages (‘Promotional Period’).

2. PROMOTER OF COMPETITION

The promoter of this Competition is KELLOGG TOLARAM SOUTH AFRICA (Pty) Ltd .

Eligibility

Only registered students of participating universities are eligible to participate in their respective universities, supported by relevant documentation.

3. COMPETITION ENTRY:

Students shall enter the competition through posting and uploading their category specific content i.e. Video recording showcasing their talent (rap song, Sung song, poem, Fine ART pieces etc.), through the participants social media pages accompanied by their universities handle or page name and the relevant hashtags #KELLOGGSNOODLES #KELLOGGSHASNOODLES #TASTETHEDIFFERNCE.

4. PRIZES

- All winners from each participating University and each category will receive a gift voucher worth of R500.
- An automatic raffle entry for all participants registering and entering the competition will be put in place, and at the end of the entry period, a random number will be chosen from all the entries, and one lucky winner will receive a voucher of R 2500.00 each.
- Out of all the winning teams from all participating universities, an overall winning team consisting of all nine creatives, will be chosen and become the national Kellogg’s Noodles Ambassadors, and one candidate will walk away with an interview to be potentially awarded an internship program with the Promoter for a period of 12months.
- Two candidates from the Blogger and Photography category will stand a chance to be absorbed by the agency.

- Eligible Students that enter on the spot, and or people that happen to have 1000+ friends/followers on their social media platforms, and share their entries on the spot will also receive instant prizes consisting of various Kellogg's Noodles hampers.

5. THE WINNERS OF THE COMPETITION

The winners of the Competition will be determined through a social media driven point system that works like the following:

- 1 LIKE = 5 points
- 1 SHARE = 20 points
- POSITIVE COMMENT = 15 points
- NEGATIVE COMMENT = 2 points
- ON THE SPOT ENTRY = 10 points
- MULTIPLE ENTRIES = 2 points
- VIEWS = 5 points

A selected number of guest Judges and the supporting crowd/audience of the day will be used to adjudicate the best performers.

6. WINNER NOTIFICATION

The winners of the Prizes will be notified on The Real House of Pure Events Pty (Ltd) Facebook page www.facebook.com/TheRealHouseOfPureEvents, and may also be announced at the Prize giving activation taking place at their respective Universities.

7. PRIZE COLLECTION

- The Prize money must be collected within 3 months from the date of the winners being announced. Failure to collect the Prize within this time will result in it being forfeited and the Promoter may draw/select another winner for the Prize, subject to any approval or directions of a relevant regulatory authority.
- All the other giveaways must all be received or claimed by the last day of each activation per University.
- Unless otherwise specified, prizes or any unused portion of a prize, are not exchangeable or transferable and cannot be redeemed for cash.
- If any prize is unavailable, the Promoter in its discretion, reserves the right to substitute the prize with a prize equal to the value and/or specification, subject to any written directions from a regulatory authority.
- The Promoter reserves the right to verify the validity of entries, prize claims and entrants (including an entrant's identity, age and university registration/affiliation) and to

disqualify any entrant who submits an entry or prize claim that is not in accordance with these terms and conditions or who tampers with the entry process.

- An entry that is incomplete, indecipherable, illegible or non-compliant with these terms and conditions is invalid and will not be accepted or considered. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.

8. COMPETITION TERMINATION

- If this Competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to modify, suspend, terminate or cancel the Competition to the full extent permitted by law and subject to any approval or directions from a regulatory authority.
- The Promoters decision is final and no other correspondence will be entered into.

9. USE OF CONTENT AND IDENTITY OF WINNER

It is a condition of entry that the entrant consents to the Promoter using the entrant's name, likeness, image and/or voice in the event they are a winner of a Prize (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of the Competition (including any outcome), and promoting any products and services, distributed and/or supplied by the Promoters in the universities.

10. INDEMNITY CLAUSE

By entering the Competition, an entrant releases and indemnifies the Promoter (including all participants) from and against all actions, liabilities, penalties, claims or demands the entrant may have against the Promoter may incur for any loss or damage which is or may be suffered or sustained as a direct or indirect result of an entrant entering or participating in the Competition or winning or failing to win a prize, or using or permitting any other person to use the prize, except for any liability which cannot be excluded by law or which would cause any part of this clause to be void or unenforceable.

11. FACEBOOK AS AN ADVERTISING PLATFORM

The Promoter may communicate, advertise or run this competition using Facebook. However, the competition is in no way sponsored, endorsed or administered by, or associated with, Facebook. You provide your information to the Promoter and not to Facebook. You completely release Facebook from any and all liability.

12. PRIVACY

The Promoter collects the entrants' personal information to assist it in promoting the Centre and the retailers of the Centre and to process the competition entries. By entering the competition, unless otherwise advised, each entrant expressly consents to:

(a) The Promoter (or any of its related companies) contacting an entrant by any means (including by electronic message or by telephone) to let the entrant know about goods, services or promotions which the Promoter considers may be of interest to the entrant;

(b) The Promoter (or any of its related companies) disclosing the entrants' personal information to other persons or entities that may:

- assist The Promoter in promoting their products and other offerings running competitions (including by telephonic or electronic messages by the entrant to The Promoter); or
- Use that information, in any media, for their own marketing, promotional or publicity purposes (and each entrant expressly consents to such persons or entities contacting the entrant by electronic message or by telephone in relation to goods or services), without any further reference, payment or other compensation to the entrant. The express consent referred to in this Statement continues until the withdrawal of that consent is effective (as set out under applicable law).

Entrants' personal information may also be disclosed to the Rest of Kellogg's Company and the winners' names published as required under the relevant legislation. All personal details of the entrant will be stored at the offices of Kellogg's. A request to access, update or correct any information should be directed to that office.