

“My Zesta Story” Concept Competition - Terms and Conditions

1. Introduction

- The Zesta TV Commercial Concept Competition “My Zesta Story” is organized and owned by Sunshine Consumer Lanka Ltd.
- By participating in the Competition, each participant agrees to be bound by these Terms and Conditions.

2. Eligibility

- The Competition is open to individuals who are 16 years or older.
- Employees of Sunshine Consumer Lanka Ltd and their immediate family members are not eligible to participate.

3. How to Enter

- Participants must create and submit an original TV commercial Concept promoting Zesta.
- A profile photo must be created featuring the participant holding a Zesta tea pack. (190g or above)
- The Entry must be submitted via the Zesta entry portal www.myzestastory.com by 10th August 2024.
- Each Participant can submit multiple Entries

4. Entry Requirements

- Eligible Categories

-Video/ Audio/ Script/ Storyboard/ Animation/ Graphics

- If; In video/animation or audio format, the commercial must be between 15 to 30 seconds.
- The Entry must be in;
 - Video/Animation formats- MP4 or Downloadable video link.
 - Audio formats- MP3 or Downloadable audio link.
 - Storyboard / Script formats- PDF

Maximum File size- 100 MB

- The Entry must be the Participant's original work and must not infringe any third-party rights.
- The Zesta tea pack should be visible in the profile photo.
- The commercial must not contain any offensive, inappropriate, or defamatory content. Use of Entries
- Random selection of entries, at the sole discretion of Sunshine Consumer Lanka Ltd. will be displayed (aired) in traditional or digital media platforms to promote the Competition.

5. Judging and Selection of Winners

- Entries will be judged by a panel of judges selected by Sunshine Consumer Lanka Ltd.
- Judging criteria includes creativity, originality, relevance to the brand, and overall quality.
- The decision of the judges shall be final and binding.
- The winners will be personally notified through SMS/WhatsApp.

6. Prizes

- The winner will receive a cash prize of Rs.1 million (One million rupees only).
- 4 consolation prizes of Rs.250,000 (Two hundred and fifty thousand rupees only.) will also be awarded at the discretion of Sunshine Consumer Lanka Ltd.
- Prizes are non-transferable and no alternative prizes will be offered to match the cash value.

7. Ownership of Creations and Intellectual Property Rights

- By submitting an Entry, the Participant unconditionally agrees to transfer/assign ownership of the Entry to Sunshine Consumer Lanka Ltd to use at its discretion including by displaying the Entry in any media.
- All entrants acknowledge that the word “Zesta”, Zesta Logo, the sound “Ting Ting” and the “Pack Shot” are the exclusive property of Sunshine Consumer Lanka Ltd. and participating in this competition does not entitle the entrant to use such word, logo and/or sounds for any other purpose other than for participation in this competition.

8. Privacy and Data Protection

- Personal data collected from Participants will be used solely for the purpose of administering the Competition. In the event an Entry is selected as the winning Entry, the person who submitted the Entry will be given recognition in the media in such manner as may be decided by Sunshine Consumer Lanka Ltd, with the approval of such person. Collection and processing of personal data shall be carried out in accordance with the applicable laws of Sri Lanka.

9. General Conditions

- Sunshine Consumer Lanka Ltd reserves the right to cancel, terminate, modify, or suspend the Competition in whole or in part, at its sole discretion.
- Sunshine Consumer Lanka Ltd is not responsible for any technical issues or failures that may affect the submission of Entries.
- By participating in the Competition, Participants agree to release and hold harmless the Sunshine Consumer Lanka Ltd and all companies forming part of the Sunshine Group from any claims, damages, or liabilities arising from or related to their participation in the Competition.

10. Governing Law

- These Terms and Conditions are governed by the laws of Sri Lanka.

11. Contact Information

- For any questions or inquiries regarding the Competition, please contact **0702 740833**