

Cuddlers – If Babies Could Text Competition

1. Entry into the competition is an acceptance of the Terms and Conditions outlined below.
2. Promotion and competition starts 1 September 2017 and ends 30 September 2017.
3. Winner will be decided upon by the following criteria:
 - Entry must be submitted via Facebook using the hashtag #IfBabiesCouldText
 - The Facebook post with the most amount of reactions will win a prize
 - Winner will be contacted privately via digital channels, and then announced publicly on the Cuddlers Facebook page.
 - If an entrant uses another's post, they will be automatically disqualified. Timestamps on original posts are visible on each individual Facebook post. Therefore the post with the oldest timestamp will be validated as the original post.
4. Entry mechanic is as follows:
 - a. Follow the link: <http://ibct.cuddlers.co.za/> and follow the steps to creating your own text conversation.
 - c. Submit an entry of a conversation you think a baby could have, if a baby could text. It can be humorous or emotive, but originality will count in your favour!
 - d. Once complete, click the generate button and share on Facebook. Make sure your post has the hashtag #IfBabiesCouldText or your entry will be invalid.
 - e. Make sure that your post privacy is set to public.
 - f. The post with the most reactions will win the competition, so make sure you get your friends to engage with your post!
 - g. Multiple entries are allowed, however only your post with the highest amount of reactions will be counted towards the competition.
5. Prizes are as follows:
 - a. The grand prize for the competition is an iPhone SE 16GB. The prize does not include any additional services items pertaining to the device which includes but is not limited to; any cellular contract of any nature whatsoever; airtime or data, insurance, additional paraphernalia of any nature. A delivery address must be provided by the winner upon request.
 - b. Eligible entries with 2nd - 6th most reactions to their posts will each receive a Cuddlers voucher to the value of R300. The voucher is not redeemable for any cash alternative and may only be used for the purchase of Cuddlers products at designated stores.
6. Winners are required to make themselves available for photographs at prize handover, and must agree to have these images shared by Cuddlers on all their media channels for promotional purposes.
7. The Competition is not open to any person, or the immediate family of a person, who is:
 - a. a director, member, partner, employee, agent of, or consultant to National Pride, a Division of Lodestone Brands (Pty) Ltd or

b. a person who directly or indirectly controls or is controlled by National Pride, a Division of Lodestone Brands (Pty) Ltd, or any of its subsidiaries, or

c. a director, member, partner, employee, agent of, or consultant to an advertising agency, promotional agency or other supplier of goods or services.

8. All participants will be bound by the decision of the independent third party and Cuddlers's panel.

9. The finalist will be notified via digital channels.

10. The prize is not transferable to another person, nor can it be exchanged for cash.

11. The value of the prize includes VAT. Winner/s may be taxed in terms of applicable tax legislation and participants who require clarity as to the tax implications hereof should seek a directive from the relevant revenue service/authority.

12. By entering in this competition, participants enter at their own risk, therefore.

13. Promoter may make media announcements / publications of the names / photographs of any prize winner/s.

14. By participating in this event, participants consent and authorize Cuddlers, its subsidiaries, affiliates, its licensees, assignees, to photograph, use, edit and publish any images in any format taken of Corporate Social Investment or Sponsorship beneficiaries ("the beneficiary") or of any recordings (on film, tape, or otherwise) made of the beneficiary, including but not limited to performances and voice recordings ("Images and Recordings").

15. Therefore, Entrants grants to Cuddlers the perpetual, irrevocable, non-exclusive right to use any media elements taken from the event (as in the above clause) in all print and electronic media (now or hereafter existing), without compensation, permission or notification to entrant or to any third party and to crop and edit pictures as they deem appropriate in their sole discretion.

16. Participants may not post, send or share any photographs prior to the leaflet, press release, social media or magazines being distributed, the winner will be provided with specific dates involved for distribution – social media posts will go live on the day of the event.

17. Any use of the app to promote any diaper other than Cuddlers, or to cast dispersions on Cuddlers, will result in the entry being deleted, and the user being blocked by Cuddlers.