



壮宝快乐迎虎年

Grow Stronger for the Tiger Year

TERMS AND CONDITIONS

Organiser

Dutch Lady Milk Industries Berhad (196301000165/5063-V)

Contest Name

Friso® Gold “Grow Stronger” Dance Contest

Contest Period

The Contest starts at 00:00:00 on 2nd January 2022 and closes at 23:59:59 on 20th February 2022.

Eligibility

The contest is open to all Malaysian citizens and permanent residents in Malaysia aged 18 years and above with valid identification number (MyKad or MyPR) as on 2nd January 2022.

Entry Method

To participate in the Contest, Participants are required to:

- Click on the Friso® Gold “Grow Stronger” Dance Filter
Facebook: <https://bit.ly/FBgrowstrongerdance>
Instagram: <https://bit.ly/IGgrowstrongerdance>
- Participant is required to create a video of themselves with a child (whom are related to them) aged 1 year to 12 years old example mum/dad+child or parents+child or uncle/aunty+child or grandparents+child or cousin+child using Friso® Gold “Grow Stronger” Dance Filter at the start of the Contest Period.
- In the video, create a creative, fun and energetic video following the steps and movements in Friso® Gold “Grow Stronger” Dance Tutorial (available on Friso® Gold Facebook page, Instagram and <https://www.frisogold.com.my/growstronger>)
- Participants can choose to either upload their video via Facebook or Instagram account.

FACEBOOK SUBMISSION:

To submit their entry [“Entry”] via Facebook, Participants must:

- Upload the Video on a Facebook social media account belonging to the Participant.
- Include the hashtags: #GROWSTRONGERDANCE #FRISOGOLDMY #FRISOGOLDCNY and tag @FRISOGOLDMY
- Set the Facebook Account to 'PUBLIC' mode.



INSTAGRAM SUBMISSION:

To submit their entry ["Entry"] via Instagram, Participants must:

- i. Upload the Video on an Instagram social media account belonging to the Participant.
 - ii. Include the hashtags: **#GROWSTRONGERDANCE #FRISOGOLDMY #FRISOGOLDCNY** and tag **@FRISOGOLDMY**
 - iii. Set the Instagram Account to 'PUBLIC' mode.
- e. Participants must set the Facebook and/or Instagram Account to 'PUBLIC' mode from the time the video is uploaded/posted up till after the winners of the Contest have been announced.
 - f. Participants may submit as many videos as they want during the Contest Period on either platform but all videos uploaded by the Participants must be registered through the Participants' own personal Facebook and/or Instagram accounts.
 - g. Submissions and/or registration through non-personal Facebook or Instagram accounts are strictly not allowed and shall be automatically disqualified by the Organiser.
 - h. The Organiser shall have the right to automatically disqualify Entries that do not comply with any of the conditions set out above.
 - i. The Organiser shall have the absolute discretion to remove, delete and disqualify any entries that are improper/inappropriate which may include not limited to submissions that contain any form of profanity or contents that invoke sensitivity, or contain products not manufactured or distributed by the Organiser.
 - j. The Organiser shall have the exclusive right to use and publish the contents submitted by the Participants in the Promotion for publication purposes, without any further notice to the Participants.

Prizes & Judging Details

Weekly Prizes

A total 28 winning Entry(ies) will be selected throughout each **Weekly Contest Period** per following schedule:

- Week 1: 02nd January 2022 – 08th January 2022
- Week 2: 09th January 2022 – 15th January 2022
- Week 3: 16th January 2022 – 22nd January 2022
- Week 4: 23rd January 2022 – 29th January 2022
- Week 5: 30th January 2022 – 05th February 2022
- Week 6: 06th February 2022 – 12th February 2022
- Week 7: 13th February 2022 – 20th February 2022

Weekly Prizes

28 x Touch 'n Go eWallet Reload Pin worth RM188 (A total of 196 winners throughout the Contest Period)

Each participant is eligible to win a **maximum of One (1) Weekly Prize** during the Contest Period.

Shortlisted Winner Selection Method – Weekly Prizes

The Organiser will select the Weekly Winners based on the following judging criteria:

- a. **Expression [30 points]**
Performance and Choreography – how well the Participants are able to express or execute the meaning and the mood of the Friso® Gold "Grow Stronger" Dance Contest video.
- b. **Showmanship [30 points]**
Show Design – effective and creative use of outfit and style.
- c. **Video Appeal [20 points]**
Overall performance entertaining values.
- d. **Visual and Audio Quality [10 points]**
Good visual quality and audio quality.
- e. **Elements of Originality of the Video [10 points]**
Most original and relevant content.

The video(s) and caption submitted must not be lewd, obscene, disparaging, defamatory or otherwise inappropriate, offensive or objectionable, as determined by the judges and/or Organiser in their sole and absolute discretion. Any such entries will be disqualified.

Video(s) **MUST BE** in compliance with the FrieslandCampina Corporate Policy and Standard for the Marketing of Infant Foods and the Code of Ethics for the Marketing of Infant Foods & Related Products as issued by the Malaysian Ministry of Health.

Video(s) **MUST NOT CONTAIN or FEATURE** any children below 12 months old. Any such entries will be disqualified.

Video(s) **MUST NOT CONTAIN or FEATURE** the following. Any such entries will be disqualified.

- Contain designated products, ie teats, pacifier, feeding bottle, infant milk powder or specialty food for infant
- Any representation of babies either in the form of photographs, drawings or sketches of babies or their body parts in electronic, print or other form of visual representations.
- No usage of the words which has direct association with infant ≤ 12 months i.e “Baby, Newborn, My 11 months child, etc”
- Contain any manners of promoting directly or indirectly on infant feeding accessories example feeding bottle (botol susu); teats (puting botol); pacifiers (puting kosong)

Grand Prize

At the end of the Contest Period, a total 3 winning Entry(ies) from the **Weekly Winner’s** pool with the highest score will stand a chance to win one of the prizes as per below :

Grand Prize 1

iPhone 13 Pro (256GB) x 1

Grand Prize 2

iPad Pro (11-inch) x 1

Grand Prize 3

Apple Watch Series 7 x 1

Each participant is eligible to win a **maximum of One (1) Grand Prize** during the Contest Period.

Shortlisted Winner Selection Method – Grand Prize

The Organiser will select the Grand Prize Winners based on the highest top three scores from the Weekly Winner’s pool .

Winner Announcement

The list of winners will be announced on the Organiser’s social media at <http://www.frisogold.com.my/> and <https://www.instagram.com/frisogoldmy>.

The list of Weekly Winners will be announced as per the below date :

- Week 1: 18th January 2022
- Week 2: 25th January 2022
- Week 3: 07th February 2022
- Week 4: 14th February 2022
- Week 5: 18th February 2022
- Week 6: 22nd February 2022
- Week 7: 07th March 2022

The list of Grand Prize winners will be announced on the 7th March 2022.

Winners will need to send a “Direct Message” to the Organiser’s Facebook or Instagram Page and provide in the message the details below accordingly for prize fulfilment ;

1. Full Name
2. MyKad/MyPR Number
3. Mobile Number
4. Social Media Account Name
5. Delivery Address

Notwithstanding any of the above, upon receipt of the Entry and/or upon selection of the winners, as the case may be, the Organiser shall reserve the right to request for further evidence in the processing of the Entry including the original video and the identification documents for verification prior to the delivery of the Prizes. Failure to produce any of the foregoing documents within the stipulated time frame will result in disqualification and forfeiture of the Prizes.

Entry Deadline

All entries must be received by the Organiser on or before 23:59:59 on 20th February 2022.

Prize Claim/Delivery Date

1. The Organiser, its agents, sponsors and representatives shall have no liability to any Participant who defaults in collecting or redeeming the Prizes in accordance with the Prize Claim/Delivery Date in any respect whatsoever.
2. Prizes are strictly not transferable, assignable, exchangeable or redeemable by the Participant in any other form or manner other than that specified by the Organiser.
3. All Touch 'n Go eWallet Reload Pin Prizes will be processed for delivery or deployment to the winners via WhatsApp application within fourteen (14) working days from the date of the winner announcement from the Organiser for each segment. Prizes will only be delivered via WhatsApp number 018-352 9926 to the winners' given contact number from the Social Media Direct Message.
4. Usage of the Touch 'n Go eWallet Reload Pin is subject to Touch 'n Go Malaysia's Terms & Conditions; <https://www.touchngo.com.my/policies/terms-conditions>
5. Grand Prize will be processed for delivery to the winners within six (6) to eight (8) weeks after the Contest end date; 20th February 2022. The Organiser reserves the rights to extend the timelines stated under this clause owing to reasons beyond the control of the Organiser.
6. The Organiser reserves the right to substitute any prize with that of similar value at any time without prior notice.
7. The Prizes must be claimed within three [3] months from the date of the letter or announcement or notice of the claim of the prize whichever is earlier.
8. The Prize shall be used/taken entirely at the risk of the Participants and the Organiser excludes all warranties and liabilities in connection with the Prize to the fullest extent permitted by law.
9. The Organiser reserves the right to determine how uncollected Prizes will be dealt with.

Additional Terms

1. The Organiser reserves the right in its sole discretion, without prior notice, and without any liability to any person, at any time to change the Terms and Conditions including to change the Contest Period, make Prize substitutions, cancel, terminate or suspend the Contest in whole or in part. In the event of any changes to the Terms and Conditions, Participants agree that their continued participation in the Contest will constitute their acceptance of the Terms and Conditions.
2. The Organiser, and/or representatives shall not be liable to any Participant in respect of any loss or damage whatsoever which is suffered, including but not limited to indirect or consequential loss, or for personal injury suffered or sustained by the Participant arising out of or in connection with the participation by the Participant in the Contest, as well as the redemption and/or utilisation of any Prize won.
3. The Organiser's decision on all matters relating to the Contest including judging and selection of winners will be final, binding and conclusive on all Participants, and no correspondence or appeals will be entertained.
4. By participating in this Contest, participants consent to give their personal information and the Organiser reserves the right to publish, use the participants and winners' names and/or photographs plus their entries for purposes of publicity, advertising and/or trade without further compensation or notice and each participant is not entitled to make any claims for the use of their entries by the Organiser.
5. By submitting an entry to the Contest, Participants are deemed to have understood and agreed to be bound by the Terms and Conditions.
6. For a more detailed description of our privacy practices, please refer to our Privacy Policy at <https://www.frisogold.com.my/privacy-policy>.
7. You may access and request for correction of your personal data, to limit the processing of your personal data, or to contact us with any enquiries in respect of your personal data as follows:

Friso Gold Careline Telephone No.: 1-800-88-1647

E-mail address: frisogoldcareline@frieslandcampina.com