



2022 SEARCH FOR

# DadMombassador

30th May – 10th July

Mombassador

AmbassaDad



## Join to WIN Amazing Prizes!

### About the Contest

1. **Search For Friso® Gold DadMombassador 2022** ("Contest") is organised by Dutch Lady Milk Industries Berhad (Company Registration No. 196301000165 (5063-V)) ("Organiser"). The Contest will run from 30 May 2022 at 12:00am and ends on 10 July 2022 at 11:59pm ("Contest Period"). The Organiser reserves the right to shorten or extend the Contest Period without prior notice. All entries received outside the Contest Period shall be automatically disqualified.
2. This Contest is open to all citizens of Malaysia aged between 25 years to 40 years old (as at 30 May 2022) with child(ren) between the ages of 1 to 6 years old (as at 30 May 2022), except previous winners of Mombassador contest, employees of the Organiser and the immediate family members (spouse, children, parents, siblings and their spouses), including the Organiser's affiliates and/or related companies, distributors, advertising and promotion agencies and their immediate family members (children, parents, brothers and sisters including spouses).

### How To Participate

3. To participate in this Contest, Participants are required to:
  - 3.1. Meet the below requirements: -
    - a) Male or female, aged 25 – 40 years old as of 30th May 2022;
    - b) Has at least 1 child aged between 1 to 6 years old as of 30th May 2022;
    - c) Is a Malaysian citizen
    - d) Have an active Facebook and Instagram account
  - 3.2. Purchase any Friso Gold Step 3 or Step 4 product ("Participating Products")
  - 3.3. Post a series of photo(s) and video(s) + caption on "How high quality, easy to digest & absorb milk powder with no added sucrose/flavour helps support your child's all-round development" on Facebook and/or Instagram. Friso® Gold product MUST BE included in photo and video as well as caption.
  - 3.4. Include the hashtags #FGDadMombassador, #FrisoGoldMY, #EasyToDigestStrongerInside and tag @FrisoGoldMY in your post;
  - 3.5. Ensure your post is set to Public.
  - 3.6. Send a proof of purchase of Friso Gold Step 3 or Step 4 product ("Participating Products") ("Receipt") together with the contest submission post link from any number registered in Malaysia to 011-7221 9139.
    - a. The Receipt can come in the form of e-receipts for online purchases, hand-written receipts and/or printed receipts from Point of Sale systems. However, the Receipt must bear the receipt number and name and/or logo of the outlet at which the purchase was made.

- b. The Receipt must be dated between 30th May 2022 and 10 July 2022 ("Contest Period").
  - c. The Promotion participation method is via WhatsApp only. All other methods of submission including courier service, or POS Laju will be disqualified. Each Receipt is eligible to one [1] Participant only and each participant can submit multiple entries. The Organiser shall reserve the right to disqualify any WhatsApp entries with reprinted Receipt and/or duplicated Receipt and/or containing more than one [1] Receipt.
  - d. The Organiser WILL reply with an auto-reply acknowledgment message for each Entry received.
  - e. The Organiser shall reserve the right to request for evidence of the original Receipt [hardcopy] for verification and prize redemption. Failure to produce the original Receipt upon request will result in disqualification and prize forfeiture.
4. All Facebook and Instagram posts with the hashtags #FGDadMombassador, #FrisoGoldMY, #EasyToDigestStrongerInside, posted during the Contest Period are considered as an Entry ("Entry") for the Contest.
5. Multiple Entries are accepted for this contest, but each person (30 moms & 10 dads) is only eligible to win one (1) Top 40 Friso® Gold DadMombassador Grand Prize and one (1) Bonus Prize.
6. Entries not completed in accordance with these terms & conditions or those received after expiry of the Contest Period will not be considered. Incomplete or incomprehensible participation will not be taken into account.
7. Entries must adhere to the Ministry of Health's Code of Ethics for the Marketing of Infant Foods and Related products:
- a) Cannot feature photo/video of infant (0-12 months old) or child(ren) that resembles an infant.
  - b) Cannot feature photo/video of infant milk formula, milk bottle, teat, pacifier mittens or any items related to infant (0-12 months old).
  - c) Cannot post caption with the following words – baby, infant, breastfeeding, formula feeding for infant (0-12 months old) and/or words that have equivalent or similar meaning.
8. For further clarification on the terms and conditions of the contest, you can contact the Organiser's Careline at 1-800-88-1647.

## Judging Criteria

- 1) Entries will be judged by a panel of judges based on the most creative photo/video and caption.

### **Content writing**

- Clarity, Originality, Creativity, Good diction, Fresh point of view

### **Photo / video**

- Photo/video tells a corresponding story with caption
- Clarity of story
- Visual appeal
- Audio & visual quality (where applicable)
- Originality & Creativity

### **Engagement**

- Contest post that generates good engagement
- Methods used to increase engagement towards your post

- 2) 40 entries (30 moms, 10 dads) will be selected as the Winners of the Friso® Gold DadMombassador Contest. Eligible winners must agree to the following criteria:
- a) Attend Friso® Gold DadMombassador Winners Media Event and Coaching session conducted by Celebrity Host & Influencers.
  - b) Upload twelve (12) Facebook and/or Instagram and/or TikTok posts about Friso® Gold according to the theme(s) and guideline given by Organiser between September 2022 – April 2023 (8 months).
- 3) The Organiser reserves the right to reject any submission at its sole and absolute discretion without having to assign any reason whatsoever.
- 4) The Organiser reserves the right to request proof of age of any eligible Winners (both parent and child) before they are confirmed as winners. The Organiser reserves the right to forfeit prizes for any Participants who do not provide the required details upon receiving the request/notification from the Organiser. The Organiser's decisions are final. No correspondence will be entertained.

## Prizes

1. Prizes are NOT exchangeable, transferable, or redeemable in any other form for whatever reason.
2. The Organiser reserves the right at its absolute discretion to substitute any of the Prizes with that of similar value, at any time without prior notice. The values of the Prizes are correct at the time of printing. All Prizes are given on an "as is" basis.
3. Forty (40) winners will be selected for the 2022 Search For Friso® Gold DadMombassador Contest (30 moms and 10 dads). Each winner of the 2022 Search For Friso® Gold DadMombassador will receive 12 units of Friso Gold 900g & gifts worth RM3,000, cash

prize worth RM5,000, a Coaching session with Celebrity Influencer, together with a Certificate of Attendance. Cash Prize disbursement will be done via bank transfer monthly for 8 months.

4.6 winners will be selected to win the Bonus Prize. Winners of the Bonus Prize will automatically be chosen as the winner of 2022 Search For Friso® Gold DadMombassador Contest.

**Bonus Prize Selection Period**

1st Round: 30 May – 19 June 2022

2nd Round : 20 June – 10 July 2022

**Bonus Prizes (worth up to RM 2,200 each)**

1st Prize: 2D1N Staycation at Legoland Resort

2nd Prize: Dyson Pure Cool Air Purifier TP00

3rd Prize: Samsung Powerbot Vacuum Cleaner

5. Each Winner is only eligible to win one (1) Friso® Gold DadMombassador Grand Prize and one (1) Bonus Prize.

6. The Prizes must be claimed within 7 working days from the date of announcement or notice of the claim of the prize whichever is earlier.

7. The Prize shall be used/taken entirely at the risk of the Winners and the Organiser excludes all warranties and liabilities in connection with the Prize to the fullest extent permitted by law.

8. The Organiser reserves the right to determine how uncollected Prizes will be dealt with.

**Winner Announcement**

1. All Eligible Winners will be contacted via Facebook Messenger and/or Instagram Messages within fourteen (14) working days after the Contest Period ends (the “Notification”). The Organiser reserves the right to use any other method or medium that it deems fit at its sole and absolute discretion for the purpose of announcing the Contest Winners.

2. The Organiser reserves the right to appoint a third party to conduct the verification of the Eligible Winners and to fulfill the delivery of Prizes. Participants must agree that the Organiser may provide all necessary information to such third party to facilitate such service.

3. Contest Winners and/or Eligible Winners are required to respond in writing via Facebook Messenger and/or Instagram Messages to Friso® Gold Malaysia with the following details:

3.1. Full name (according to IC):

3.2. Contact Number:

3.3. Email Address:

3.4. IC Number:

3.5. Bank Account Number:

3.6. Child's Birth Cert/MyKid number:

4. If there is no response from the Eligible Winners within 5 days from such Notification, the awarded prize will be forfeited and no form of compensation (whether in cash or in kind) will be given in place of the forfeited prize.

**Rights of the Organisers**

1. The Organisers will not be responsible or liable for:

- a. Any problem, loss or damage of whatsoever nature suffered by any party due to any delay and/or failure in compiling the entry as a result of any network, communication or system error, interruption and/or failure experienced by the participating internet line in the Giveaway. In the event of such error, interruption and/or failure, the Organiser shall not be responsible or liable for any failure by any Participants to participate in the Giveaway at any time;
- b. Any problem, damage or loss of whatsoever nature to any Participants, or their authorised representatives resulting from their participation in the Giveaway; and
- c. Any error, omission, interruption, deletion, defect, delay in operation or transmission, internet line failure, theft, destruction of, or unauthorised access to entries, arising during operation or transmission as a result of server functions, virus, bugs or other causes outside its control.

2. Participants must also agree that the Organiser shall not be responsible nor liable for any delay, injury or damage to the Participant's and/or any third party's computer, computer system or apparatus relating to or resulting from the access to, participation in this Giveaway, including the playing, downloading of any materials or information from the Website and in connection with this Giveaway, submission for this Giveaway, including without limitation to any server failure, lost, delayed or corrupted data or other malfunction.

3. The Organiser reserves the right at its sole discretion to disqualify any individual that it determines to be tampering with the entry process or the operation of the Contest, to be acting in breach or potential breach of this Contest Terms and Conditions.

4. The Organiser reserves the right to cancel, modify, suspend or delay the Contest in the event of unforeseen circumstances beyond reasonable control and shall not be liable to compensate the Participants in any manner whatsoever in such circumstances.
5. By participating in this Contest, Participants consent to give their personal information and the Organiser reserves the right to publish, use the Participants' names and/or photographs plus their entries for the purposes of winner announcement, 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.
6. By participating in this Contest, the Participants agree to be bound by this Contest Terms & Conditions, and the decisions of the Organiser.
7. The Organiser reserves the right to change, amend, delete or add to these Terms & Conditions without prior notice at any time and the Participants shall be bound to such changes.
8. The Organiser collects personal identifiable information to provide services or to correspond with you. This information is stored in a manner appropriate to the nature of the data by the Organiser and is used to fulfil your request(s). By submitting your personal information, we deem that permission is given to the Organiser and/or its authorised agents to use this information for the purpose of present and future marketing and promotional purposes and to improve its products and services.

If you inform the Organiser via the Careline at 1-800-88-1647 or at [frisogoldcareline@frieslandcampina.com](mailto:frisogoldcareline@frieslandcampina.com) that the above information should not be used as a basis for further contact, the Organiser will respect your request. Your information will not be provided or shared with other company or partners for their independent use.

For the Organiser's full Personal Data Protection Act Compliant Notice, please refer to the Organiser's website at <https://www.frisogold.com.my/toddler/privacy-policy>.

9. The Contest Terms & Conditions are prepared in English version only.

## **Do's and Don'ts for Participants**

### **Do**

Comply with the Terms & Conditions stated herein.

### **Don't**

The Organiser reserves the right, at its sole discretion to remove any submission if the Participants submit, post or otherwise make available any information that:

1. is unlawful, harassing, defamatory, abusive, threatening, obscene, harmful, tortuous, libelous or invasive of another's privacy;
2. contains contents or anything related to infants and/or designated products that violates the Ministry of Health's Code of Ethics for the Marketing of Infant Foods and Related products. Infant refers to any person up to twelve (12) months of age and designated products here refer to:
  - 2.1. infant formula (for infants 0-12 months) including ready-to-feed formula;
  - 2.2. follow-up formula (for infants 6 months to 3 years) including ready-to-feed formula;
  - 2.3. special formula (infant or follow-up formula for special dietary or medical purposes) including ready-to-feed formula;
  - 2.4. any other product represented or marketed for feeding infants up to the age of 6 months;
  - 2.5. feeding bottle; teat and pacifier; mitten.
3. contains any manners of promoting directly or indirectly on designated products.
4. infringes or violates any party's copyright, trademark, trade secret, patent or other proprietary right;
5. contains any worms, viruses or other harmful, disruptive or destructive files, code or programme; or
6. includes any unauthorised advertising, promotional materials, chain letters, spam, junk mail or any other type of unsolicited mass e-mail to people or entities that have not agreed to be part of such mailings.