



# Search for IKEA Magazine cover model

## CONTEST MECHANICS

- A. Go to IKEA.ph and upload a photo of you and your family's life at home and tell us why you want to be on the cover of IKEA Philippines Magazine.
- B. Fill out the form and click "Submit".
- C. Like and follow IKEA Philippines official Facebook and Instagram pages @ikeaphilippines to get access to the latest updates about IKEA Philippines
- D. Entry submission is open to Filipinos, 18 years old and above who are single, married, or with family. Family members as part of the entry, regardless of age, will appear on the cover. Open to all nationwide participants.
- E. The Contest will run for 15 days. Starting from **15 June 2021** (00:09:00) and deadline of submission will be on **30 June 2021** (23:59:59) following Manila, Philippines time zone.
- F. Entries received outside the Contest Period are invalid and will not be entertained.
- G. Employees of Ikano (Philippines) Inc, including their relatives up to 2nd degree of consanguinity or affinity are disqualified to join the contest.
- H. Prize is not convertible to cash.
- I. There is no fee to join the contest.
- J. One entry per participant will be strictly implemented.
- K. Group entries, such as from companies or organizations will not be considered.
- L. Entries posted in the comment section of the Facebook announcement will not be considered.
- M. Answers can be in English, Filipino or Taglish.
- N. All submitted images (single or multiple) as an entry must be at least 10MB, in square aspect ratio and in JPEG format. Maximum multiple photo upload is 10 photos. Must be original and not derived from any pre-existing or third-party designs, or copyrighted images.
- O. Determination of winners will be on **July 14, 2021** at Ikano (Philippines) Inc, Office in Rockwell, Makati with the presence of a DTI representative via Zoom.
- P. The contest shall follow these criteria:
  - Authenticity** (50%) – It answers why you should be in the cover
  - Visual Fit** (50%) – The photo provided matches the requirement of the cover layout
- Q. There will be 5 winners who will appear in the digital and/or print cover of IKEA Philippines Magazine and each will win P30,000 worth of IKEA Vouchers. In case of tie in the scores of the winners, the first five entries with top rankings will win.
- R. Announcement of winners is on **July 23, 2021** via IKEA Philippines' official Facebook page. Winners will be contacted and notified through mobile, email and snail mail confirming their entry.
- S. Ikano (Philippines) Inc. shall pay 20% tax for prize exceeding P10,000
- T. Participant grants Ikano (Philippines) Inc. ownership to the submitted images and right to use images in perpetuity for any external communication materials such as print, TV, website digital and social media without prior approval from the participant.



## FREQUENTLY ASKED QUESTIONS

### ON HOW TO PARTICIPATE

**Q. Are there any qualifications required to enter the contest?**

A. You can submit an entry if you are a Filipino citizen, 18 years old of age, single, married, or with family. Members of the family as part of the entry, regardless of age, will appear on the cover. Open to all nationwide participants.

**Q. Is there any fee to enter the contest?**

A. There is no fee to participate.

**Q. What do I need to prepare?**

A. Check this link for details of requirement to enter the contest:

<https://www.ikea.com/ph/en/campaigns/search-for-ikea-magazine-cover-model-pub628065f0>

**Q. What is the contest duration?**

A. The entry period starts on June 15, 2021, 9AM until June 30, 2021 12 midnight.

### ON FILLING OUT THE FORM

**Q. Can I enter under a nickname? I do not want my real name to be made public.**

A. No, you may not enter under a nickname. Please use your real name when entering. This will also help us verify your information should you win.

**Q. What should I do if I experienced an error submitting my entry?**

A. Please try refreshing the page so we can verify if your entry was submitted.

**Q. What will happen if I leave part of the entry form blank by mistake?**

A. All entry form sections are mandatory. You cannot submit an entry when you leave a section blank.

**Q. Are there any image size requirements?**

A. Yes. All images must be in square aspect ratio and in JPEG format. You can upload photos with a total file size up to 100MB.

**Q. Is it okay to upload more than one photo?**

A. Yes. You can upload a maximum of 10 photos.

**Q. Can edited photos be submitted? To what degree can photos be edited and submitted?**

A. Yes, photos with "color edits" thru camera applications but not manipulated, may be submitted. Manipulated photos are photos that had added or reduced elements thru photo editing software such as but not limited to Photoshop.



**Q. Can the photos be submitted regardless of when it was taken?**

A. Yes, a photo/s taken on any date may be submitted.

**Q. Is it possible to post a video?**

A. No, submissions are limited to photos.

**ON HOW THE ENTRIES WILL BE EVALUATED**

**Q. How are results determined?**

A. Below are the set of criteria to determine the winning entry:

<b>%</b>	<b>CRITERIA</b>	<b>DEFINITION</b>
50%	Authenticity	It answers the question why you should be on the cover.
50%	Visuals	The photo provided matches the requirement of the cover layout.

**ON NOTIFYING WINNERS AND RECEIVING THE PRIZE**

**Q. How many winners will be selected?**

A. There will be 5 winners who will appear in the digital and/or print cover of IKEA Philippines Magazine

**Q. What are the prizes?**

- P30,000 worth of IKEA Vouchers to five (5) winning entries
  - Invitation to store opening ceremony
  - One will be selected to be on the cover of the printed magazine

**Q. When will the winners be announced, and how will I know them?**

A. Announcement of winners is on July 23, 2021 via IKEA Philippines' official Facebook page. Winners will be contacted by IKEA Philippines Marketing through mobile and email.

**Q. If I win, can I receive a cash prize instead of the gift cards?**

A. No, prizes are not convertible cash.

**Q. If I win, can I transfer my prize to someone else?**

A. Yes, your voucher may be transferrable. However, the cover inclusion is non-transferrable.