



## **IKEA This is How We Live Exhibit – Instagram Contest**

### **CONTEST MECHANICS**

1. Visit the IKEA This is How We Live Exhibit at the Ground Level of IKEA Pasay City from March 24 to April 3, 2022.
2. Take a photo of yourself at the photo gallery.
3. Like and follow IKEA Philippines official Facebook and Instagram pages @ikeaphilippines for latest news and updates about IKEA Philippines.
4. Upload the photo on your Instagram feed and use the hashtag #IKEAPhilippines and tag @ikeaphilippines.
5. Entry submission is open to Filipinos, 18 years old and above who have a public Instagram account. Open to all nationwide participants.
6. The contest will run from March 24, 2022 (9:00am) and deadline of submission will be on April 3, 2022 following the Philippine time zone.
7. Employees of Ikano (Philippines) Inc, including their relatives up to 2<sup>nd</sup> degree of consanguinity or affinity are disqualified to join the contest.
8. 10 winners will each get a copy of the limited-edition "Us & Our Planet" book. Prize is not convertible to cash.
9. There is no fee to join the contest.
10. One entry per participant will be strictly implemented.
11. All submitted images as an entry must be taken during the duration of the photo gallery, from March 24 to April 3, 2022.
12. Determination of winners will be on April 4, 2022 at Ikano (Philippines Inc, Office in IKEA Pasay City, Pasay).
13. The winners will be determined via a digital raffle randomizer.
14. Announcement of winners is on April 5, 2022 via IKEA Philippines official Facebook and Instagram pages. Winners will be contacted and notified through Instagram direct message.
15. Participant grants Ikano (Philippines) Inc. ownership to the submitted images and right to use images in perpetuity for any in-store and external communication materials such as print, billboards, out-of-home materials, TV, radio, website, digital and social media without prior approval from the participant.