



## #StartSmallStartHere Challenge – Instagram Contest

### CONTEST MECHANICS

1. Follow [@ikeaphilippines](https://www.instagram.com/ikeaphilippines) on Instagram.
2. Take a photo or video of the small acts that you do at home to be more sustainable every day.
3. Upload the photo or video on your Instagram feed and use the hashtag #StartSmallStartHere, #IKEAPhilippines and tag @ikeaphilippines.
4. Entry submission is open to Filipinos, 18 years old and above who have a public Instagram account. Open to all nationwide participants.
5. The contest will run from April 7, 2022 and deadline of submission will be on April 21, 2022 following the Philippine time zone.
6. 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.
7. 5 winners will each get a P5,000 worth of IKEA Gift Cards which can be used to purchase products at IKEA Pasay City. Prizes are transferrable but are not convertible to cash.
8. There is no fee to join the contest.
9. One entry per participant will be strictly implemented.
10. The winners will be determined on April 25, 2022 at Ikano (Philippines) Inc, Office in IKEA Pasay City, Pasay.
11. The contest shall follow these criteria:
  - Sustainability Message (50%)** – Photos/videos show inspiring sustainability message
  - Authenticity and Visual Fit (50%)** – Photos/videos tell an authentic sustainable life at home story
12. Announcement of winners is on April 28, 2022 via IKEA Philippines official Facebook and Instagram pages. Winners will be contacted and notified through Instagram direct message.
13. 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.