

Create a Real Advert for The Real Easter Egg



Advertising
competition

Win **£1500**
(£1000 for your church or
school and £500 for you!)

Entry Form

Category: Youtube / Radio / Poster Ad (delete as appropriate)

Title of entry:

Name of person(s) making entry:

Main contact address:

Postcode:

Main contact Email:

Phone:

Name of nominated church/school:

Diocese (if applicable):

Nominated church/school contact person:

Email:

Phone:

Signed.....(Minister of the church or Headteacher) Please print name:

Ever seen or heard an advertisement and thought to yourself, "I could do better than that"? Well here's your chance!

If you think you can create an advertisement for The Real Easter Egg we'd love to see - or hear it. It can be designed to appear on bus shelters, seen online or even heard on radio... it's up to you.

The winning advert will be professionally produced and seen in the run up to Easter.

Amazingly, out of 80 million Easter Eggs sold in the UK every year, The Real Easter Egg is the first and only Fairtrade chocolate Easter egg to mention Jesus and the events of Holy Week on the box.

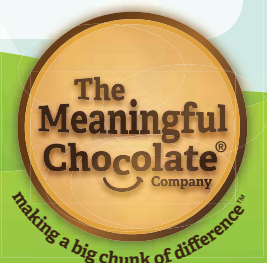
Profits will be donated to charities buying everything from chickens in Africa to incubators for new babies in the UK.

Prizes

- £1000 for the winning entry and £500 for personal use
- Five runner-up prizes of £200
- Each winner will also receive 6 Real Easter Eggs
- The winning entry will be professionally produced or released online

Competition closes 14th March 2011
Visit www.realeasteregg/comp for more details

SUPPORTED BY
Ecclesiastical
Insuring, Investing and Protecting



Competition Rules

By submitting entries you indicate that you accept these Rules and that you agree to abide by them.

Categories

There are three categories for entries: Youtube ad (30 sec), Radio ad (30 sec), Poster (A4).

Individuals or project groups of up to 4 can only submit one entry for each category.

Entries should be returned using this official form (also available from www.realeasteregg.co.uk/comp).

Content and other materials submitted for this Competition shall have the central theme of encouraging shoppers to visit their local shop and ask for The Real Easter Egg.

Prizes

The overall winner will be awarded £1,000 for their nominated church or school and £500 for personal use. There will be five runner-up prizes of £200 for the personal use of those entering the competition. Each winner will also receive 6 Real Easter Eggs to give to family and friends.

The prizes will be presented only to the person(s) submitting the winning content. Prizes are not transferable and no cash alternative is available in respect of non-cash prizes. We additionally reserve the right to require winners to provide, as a condition to award of the applicable prize, evidence of the necessary licences, rights and permissions to use all materials and performances comprised within or forming part of the winning Content.

The overall winning entry will be professionally produced (poster or radio ad) or released virally (Youtube entry). Runner-up entries, at the judge's discretion, may be produced as follows:

- Winning radio ads will be professionally produced and released online and be available for broadcast.
- Winning posters will be professionally finished and appear on a selection of bus stops, advertising signs and online.
- Winning Youtube ads will be release virally to an estimated 100,000 supporters and friends and will be linked through the Real Easter Egg and partner websites.

Formats

Youtube ads must be no longer than 30 seconds and in Mp4 format.

Radio ads must be no longer than 30 seconds and sent as an Mp3.

Posters must be no bigger than A4 and in portrait form sent as a low res PDF and jpeg. A full res version must be available.

Deadline

All entries must be received by 5pm on 14th March 2011

Entries should be sent in electronic form to david@meaningfulchocolate.co.uk or in hard copy to The Meaningful Chocolate Company, Floors 1 & 2 Waulk Mill, Bengal St, Manchester, M24 6LN.

Winners notification

Entries that fall outside these rules will not be judged.

The decision of the judging panel is final and we will not enter into any correspondence in relation to such decisions.

Shortly after 22nd March winners will be notified and invited to attend the lunch-time awards event which will be held on 2nd April 2011.

Licence to Content

Work must be original and not include music or images whose copyright is owned elsewhere.

You will retain the intellectual property rights in any Content and other material created by you and sent to us provided you grant The Meaningful Chocolate Company an exclusive royalty-free licence to use, copy, display, communicate, distribute and disclose to third parties any such Content for the purpose of our organisation and conduct of the Competition. You additionally grant us the right to amend and adapt any Content and other material uploaded to our servers by you in order to make it suitable for distribution.

Publicity

The winner of the Competition will be requested to participate in other reasonable publicity in relation to the Competition from time to time.

Warranties

You warrant that you own or have the necessary consents (including parental consent where necessary), licences, rights and permissions to use all materials and performances comprised within or forming part of the Content and any other material that you submit, and that you have all necessary licences, rights and permissions to grant the licence to us set out in these Rules.

Our liability

Nothing in these Rules shall limit our liability for death or personal injury caused by our negligence, for fraudulent misrepresentation or for any other liability that cannot be excluded under applicable law. Except as provided above and provided that this clause will not operate as to enable us to refuse to pay or distribute any prizes to those adjudged as winners, we hereby exclude all liability of any nature or however arising (including where due to our negligence) to you or any other person in respect of the Competition, including without limitation, any claim you may seek to bring in respect of the loss of a chance should your entry be lost in the post for any reason, or for the loss of a chance to establish or enhance any reputation you may claim to have.

Except as provided above, in no event shall our liability to you, however arising, in respect of any Competition exceed the sum of £100.

Content Standards

Content and other material submitted must not:

Contain any material which is defamatory or potentially defamatory of any person.

Contain any material which is obscene, offensive, hateful or inflammatory.

Promote or contain sexually explicit material.

Promote violence.

Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.

Have been created in the course of your employment, except with the express written consent of your employer.

Be prepared for commercial or promotional purposes.

Infringe any copyright, database right, trade mark or any other right of any other person.

Be likely to deceive any person.

Be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence.

Promote any illegal or dangerous activity.

Be threatening, abuse or invade another's privacy, or cause annoyance, inconvenience or needless anxiety.

Be likely to harass, upset, or embarrass any other person.

Be used to impersonate any person, or to misrepresent your identity or affiliation with any person.

Contain anything we consider to be materially at odds with our statement of purpose and guidelines.

General

We may amend these Rules at any time by placing a notice on our website. Any such amendment is valid and binding upon you from the moment that it is placed on the websites.

No delay or failure by either you or us to exercise any powers, rights or remedies under these Rules will operate as a waiver of them nor will any single or partial exercise of any such powers, rights or remedies preclude any other or further exercise of them.

If any part of these Rules is held by any competent authority to be invalid or unenforceable in whole or in part, the validity or enforceability of the other parts of these Rules shall not be affected.

These Rules and any dispute or claim arising under them are governed by English law and the English courts shall have non-exclusive jurisdiction to settle any such disputes or claims.

If you have any queries regarding these Rules please contact david@meaningfulchocolate.co.uk or call 0845 122 2882.