

## **Mountain Dew – Do The Dew Contest FAQ**

### **1. HOW CAN I PARTICIPATE?**

*i. Purchase a 500ml Mountain Dew Bottle (Original, Pitch Black, Blue Shock, Voltage) at any retail outlet and keep the receipt. Purchase period must be within the contest period of 8<sup>th</sup> May – 16<sup>th</sup> June 2017.*

*ii. Capture yourself doing anything that is related to the slogan ‘There’s No Feeling Like Doing’ ie: extreme sports related).*

*iii. Then, sign up on the official Mountain Dew – Do The Dew Contest website ([www.mountaindewmalaysia.com/dothedew](http://www.mountaindewmalaysia.com/dothedew)) and submit your content.*

*iv. Lastly, upload your content.*

*Participants must keep a hard copy of the purchase receipt until the end of the winners announcement period in order to receive prizes.*

### **2. WHERE CAN I SUBMIT MY CONTENT?**

[www.mountaindewmalaysia.com/dewlabel2017/index.php](http://www.mountaindewmalaysia.com/dewlabel2017/index.php)

### **3. WHERE ARE THE TERMS AND CONDITIONS?**

*Terms and conditions for Mountain Dew Awards can be found at*

[www.mountaindewmalaysia.com/dewlabel2017/pdf/Mountain\\_Dew\\_TNC.pdf](http://www.mountaindewmalaysia.com/dewlabel2017/pdf/Mountain_Dew_TNC.pdf)

### **4. WHAT KIND OF CONTENT CAN I SUBMIT?**

*Any photo you captured is a valid entry for Do The Dew—activities that are adrenaline pumped.*

*Basically, if you are a skateboarder, show us your best tricks that you have or maybe if you are a diver, show us your deepest dive. More examples of activities are: mountain biking, skydiving, parkour, or even river rafting, etc). Whether you’re jumping off cliffs, showing off your adventures or simply catching the unexpected, we want to see your creativity shine and have a damn good time.*

### **5. WHAT HAPPENS IF DATA IS LOST OR CORRUPTED DURING UPLOAD?**

*Mountain Dew will not be responsible for loss of data during upload. Be sure to back up the data before entering the contest.*

### **6. 100% ORIGINALITY FOR PHOTO SUBMISSION**

*Submit the .jpg file (with EXIF data intact) shot on your device. The file size must be greater than 1MB. The recommended file format is JPEG.*

### **7. CAN I EDIT MY PHOTO?**

*Yes, only minor editing will be accepted. Minor editing applications that is deemed appropriate such as Meitu, Instagram edit, etc.*

**8. SHOULD I BE CONCERNED ABOUT THE RIGHT + CLEARANCES FOR PEOPLE OR PLACES FEATURED IN MY PHOTOS?**

*Yes! These are all very important. We want to respect our friends, neighbors and fellow artists, so you'll need to obtain additional documentation for any recognisable people seen in your photos or videos. Mountain Dew cannot use anyone's image without their permission.*

**9. HOW DO I MAKE SURE MY CONTENT STANDS OUT?**

*Good question! Good image quality and story quality will help your photo submission stand out. Always submit the highest quality and best resolution for any photo. Photos should be a minimum of 1MB. Lastly, the more info we have, the better! So, complete the fields in the content submission form to your best of your ability.*

*Also, do 'Like' and 'Share' your content(s) to increase the likelihood of winning. The number of 'Likes' will help to bump your content to the top of our gallery page. Note that the number of 'Likes' will contribute winning points and may help determine the winner.*

**10. WHAT IS THE BREAKDOWN OF PERCENTAGE TO WIN?**

*The breakdown are as follow:*

	<i>Percentage (%)</i>
<i>Creativity</i>	<i>40</i>
<i>Originality</i>	<i>30</i>
<i>Image Quality</i>	<i>20</i>
<i>No. of Likes</i>	<i>10</i>

**11. HOW TO VOTE?**

*First, you must have an account registered for this contest to be eligible to vote. After registering for an account, simply just log in and vote for the video/photograph.*

**12. HOW MANY TIMES CAN I VOTE?**

*You can vote once only for each postings.*

**13. WHEN I SUBMIT CONTENT, WHAT PRIZE AM I ELIGIBLE FOR?**

*Do The Dew is your gateway to a world of possibilities. Valid entry are eligible for Mountain Dew product prizes to winning a trip with exhilarating activities awaiting. Great content will be celebrated on Mountain Dew's social channels.*

*Total of 62 prizes will be given with breakdown as follows:*

*Photography:*

*1<sup>st</sup> week prizes – 5 x Dri-Fit T-Shirt, 5 x Waterproof Bag*

*2<sup>nd</sup> week prizes – 5 x Dri-Fit T-Shirt, 5 x Waterproof Bag*

*3<sup>rd</sup> week prizes – 5 x Dri-Fit T-Shirt, 5 x Waterproof Bag*

*4<sup>th</sup> week prizes – 5 x Dri-Fit T-Shirt, 5 x Waterproof Bag*

*5<sup>th</sup> week prizes – 5 x Dri-Fit T-Shirt, 5 x Waterproof Bag*

*6<sup>th</sup> week prizes – 5 x Dri-Fit T-Shirt, 5 x Waterproof Bag*

*\*1x shirt and 1x waterproof bag will be awarded to one (1) shortlisted winner only.*

**14. HOW WILL THE GRAND PRIZE WINNER BE CHOSEN?**

*The grand prize winner will be chosen based on the weekly 5 shortlisted winners. Only one (1) grand prize winner will be chosen.*

**15. WHAT IS THE GRAND PRIZE?**

- A trip for 2 pax to Pattaya, Thailand for 3 Days and 2 Nights (Inclusive of Flight, Accommodation, Fees, and Taxes)*
- Travel Period: 28<sup>th</sup> – 30<sup>th</sup> July 2017*
- An extreme activity package (Bungee Jumping and Human Slingshot Ride)*
- Spending money worth RM1,000.00*
- 1x Dri-Fit T-Shirt and 1x Waterproof Bag*

**16. IS THERE A LIMIT TO HOW MANY TIMES I CAN SUBMIT TO THIS CONTEST?**

*Do The Dew is open for submission from 00.00AM 8<sup>th</sup> May 2017 – 11.59PM 16<sup>th</sup> June 2017, and there's no limit to how many entries you can submit. Submit all of your best, and most captivating content, but keep in mind—multiple submissions of the same asset will not increase your chances to win.*

Submission Dates:

- Week 1: 8<sup>th</sup> May – 14<sup>th</sup> May by 11.59 pm
- Week 2: 15<sup>th</sup> May – 21<sup>st</sup> May by 11.59 pm
- Week 3: 22<sup>nd</sup> May – 28<sup>th</sup> May by 11.59 pm
- Week 4: 29<sup>th</sup> May – 4<sup>th</sup> June by 11.59 pm
- Week 5: 5<sup>th</sup> June – 11<sup>th</sup> June by 11.59 pm
- Week 6: 12<sup>th</sup> June – 16<sup>th</sup> June by 11.59 pm

**17. HOW DOES DO THE DEW COMMUNICATE WITH ME?**

*Mountain Dew will use the email that you have entered in the registration page for all communications. It's important that your contact info is current and accurate in order to ensure proper delivery of Mountain Dew notifications.*

**18. HOW DO I KNOW MY CONTENT HAS BEEN SUBMITTED?**

*A visual confirmation will appear on the upload page once your submission is complete. A confirmation email will only be sent to the email address associated in the registration page.*

**19. WHY I CAN'T VIEW MY SUBMISSION IN THE WEBSITE RIGHT AFTER I RECEIVED MY CONFIRMATION EMAIL?**

*All submission will be reviewed before being published on the site to ensure all submissions are adhering to the agenda in point NO. 25. So, please allow one (1) working day for our management team to review.*

**20. HOW DO I KNOW MY CONTENT HAS BEEN REVIEWED OR SELECTED?**

*Mountain Dew will review every valid content submission for Do The Dew. If your content is selected or acquired for future use, you'll receive an email notification with additional details.*

**21. WHEN WILL I BE NOTIFIED + WHEN CAN I EXPECT TO SEE MY CONTENT FEATURED?**

*Mountain Dew will be reviewing and awarding content weekly. Notifications will be sent to recipients as they are granted. If you don't receive a notification, don't worry—your content may still be in consideration. There is a slim chance you could see your content featured prior to receiving an email notification.*

Weekly winner announcement:

Week 1: 17<sup>th</sup> May 2017

Week 2: 24<sup>th</sup> May 2017

Week 3: 31<sup>st</sup> May 2017

Week 4: 7<sup>th</sup> June 2017

Week 5: 14<sup>th</sup> June 2017

Week 6: 21<sup>st</sup> June 2017

Grand Prize Winner: 28<sup>th</sup> June 2017

**22. HOW DOES MOUNTAIN DEW DECIDE WHAT CONTENT WILL RECEIVE PRIZE?**

*Mountain Dew examines submissions and evaluates the image and quality of submissions to determine which ones deserve to win a prize. Always submit the highest quality and best resolution for the photo. Photos should be a minimum of 1MB. Lastly, the more info we have, the better! Complete the fields in the content submission form to the best of your ability.*

**23. CAN I RECEIVE MULTIPLE PRIZES?**

*Absolutely. There's no limit to the number of prizes you can receive or the frequency with which they can be awarded as long as the content submissions are not in any way identical. Mountain Dew will be consistently rewarding our favorite content submissions, so keep them coming!.*

**24. WHEN DOES THE MOUNTAIN DEW ONLINE CONTEST END?**

*The contest will launch on 8<sup>th</sup> May 2017 at 00.00AM – 16<sup>th</sup> June 2017 11.59PM. The last day to submit materials for the online contest will be on the 16<sup>th</sup> June 2017 11.59 pm.*

**25. IS THERE ANYTHING THAT I SHOULD NOT SUBMIT?**

*Great question. In fact, there are seven specific examples of kinds of content that shouldn't be submitted to the Mountain Dew Online Contest. Please don't submit any content that:*

- *Infringes, misappropriates or violates a third party's patent, copyright, trademark, trade secret, moral rights or other intellectual property rights, rights of publicity or privacy.*
- *Violates or encourages any conduct that would violate any applicable law or regulation or would give rise to civil liability.*
- *Is fraudulent, false, misleading or deceptive.*
- *Is defamatory, obscene, pornographic, vulgar or offensive.*
- *Promotes discrimination, bigotry, racism, hatred, harassment or harm against any individual or group.*
- *Is violent or threatening or promotes violence or actions that are threatening to any other person.*
- *Promotes illegal or harmful activities or substances.*

**26. CAN MOUNTAIN DEW USE MY CONTENT EVEN IF I DON'T RECEIVE A PRIZE?**

*Yes. That's the short answer. Simply by submitting your content, you've given Mountain Dew a non-exclusive license to use your content.*

*Non-exclusive means that you are still able to share your content on your own social channels and YouTube, you are simply sharing the rights with Mountain Dew. For more information, check out the program Terms + Conditions.*

**27. HOW OR WHERE MIGHT MOUNTAIN DEW USE MY SUBMISSION?**

*There are a number of ways in which Mountain Dew might decide to celebrate your content, including but not limited to channels like Mountain Dew's official website, Instagram, Facebook, and YouTube.*

**28. IF I AM SELECTED A PRIZE WINNER, HOW CAN I COLLECT?**

*If you're selected for a prize winner, you'll be notified by email with directions on how to receive your prize. Mountain Dew will make three attempts over a 15-day period to request your details in order to fulfill delivery.*