

# TERMS AND CONDITIONS FOR DUNDA MAJUU NA COKE STUDIO PROMOTION



The following terms and conditions apply to the "DUNDA MAJUU NA COKE STUDIO" PROMOTION ("the Promotion") and by participating in the same you are deemed to have read, understood and accepted the same.

## Organization, Duration, Eligibility and Entry

- The Promotion is organized by Coca-Cola Central East and West Africa Limited, Nairobi Bottlers Limited, Coastal Bottlers Limited, Equator Bottlers Limited, Almasi Bottlers Limited, Southwell Solutions Africa Limited, ScanGroup & YDX Agency (hereinafter together referred to as "the Organizers").
- The Organizers, PriceWaterhouseCoopers Limited, Ogilvy Africa Limited, Mediacom, Betting Control and Licensing Board and any other supplier or third party involved in the facilitation of this Promotion and their immediate families and dependants shall not be eligible to participate in this Promotion.
- The Promotion will run from **4 April 2019 to 15 June 2019**.
- To participate in the Promotion participants will be required to:
  - Be a Kenyan resident /citizen (Proof of citizenship/residency) may be required.
  - Be above the age of eighteen (18) years to qualify to win any of the prizes other than the Grand Prize.
  - Be above the age of twenty- one (21) years to qualify to win the Grand Prize.
  - Be registered users on Safaricom, Airtel, Telkom or Yu mobile networks.
- To Enter the Promotion, participants must:
  - Purchase participating 300ml returnable glass bottles (RGB) of Coca-Cola, Fanta, Sprite, Krest or Stoney which will be identifiable by a yellow crown.
  - Check under the crown for an eight (8) digit alpha-numeric code. The alphanumeric code on its own is neither a lucky number nor does it guarantee a participant anything in return.
  - Send an SMS with the alpha-numeric code, which is valid for 1 (One) entry only to the short-code number 40111. This SMS will cost participants Kshs. 2 across all mobile networks.

## Draws, selection of winners and prizes.

- In the event that a Participant sends an alpha-numeric code under the crown that has already been sent, is blank, guessed or mistyped to the short code number for the competition, the participant will receive a regret message saying that the code is invalid.
- Participants who send a correct code will be entered into an automatic draw to win any of the prizes listed below. The Winners will be notified instantly via SMS message.
- Participants in the draw stand a chance to win the following prizes:

## Notification of winners and prize disbursement

- Winners of Safaricom airtime will instantly receive the same in their phone number which will be available for redemption and use within 48 hours from the time of receipt of the confirmation SMS message.
- Winners of Coke, Fanta, Sprite, Stoney (Without Sugar Variants) and Krest 300 ml RGB product can instantly redeem their prize from the sales outlet where the winning crown was purchased only.
- Winners of Coke Studio Hoodies, Coke Studio T-shirts, Samsung J8 mobile phone devices and Sony Home Theatre Systems can instantly redeem these prizes from the nearest distributor/collection points (as indicated on both print and digital media) from the time of receipt of the confirmation SMS message.
- Proof of the winning crown and identification (National Identification Card/Passport) will be required when claiming the prizes.
- The winners of the Grand Prize will be contacted by the Organizers through the mobile phone number 0791087785.
- Coke Studio Experience Trip to attend the Supa Dupa Fly X Santorini, Greece Festival 2019:
  - The Supa Dupa Fly X Santorini, Greece, Festival is scheduled to take place in mid- June 2019.
  - The Organizers will award the Grand Prize to the participant after they have verified their age.
  - The winner will meet the cost of obtaining their Passport and Yellow Fever Certificate in time for the trip.
  - Should the parties fail to acquire the required travel documents before the trip, they will be deemed to have forfeited the prize.
  - The winner should be fit to fly i.e. should not have any medical condition(s) that will hinder them from flying or any criminal record/legal restrictions impeding them from travelling outside the country.
- The Organizers will make daily (7) call attempts over a week to contact participants who win the Grand Prize. If a participant does not answer any of the call attempts within this period, they will be deemed to have forfeited the prize and the Organizers and BCLB will put the prize back into the pool for subsequent draws. For the avoidance of doubt missed calls and calls diverted to voice mail will not be deemed to have been answered for purposes of the Promotion.
- The prizes in this Promotion are non-assignable, non-transferable and not-exchangeable and are redeemable only in Kenya.
- The names of Winners may be published on local daily newspapers, radio, television, and any other media as the Organizers may choose from time to time.

## General rules of the promotion

- All Prizes must be claimed within the period of the Promotion - any prizes not claimed 3 months after close of promotion must be surrendered to BCLB.
- The Organizers and BCLB may nullify any prize to any participant in the event of fraud, dishonesty or non-eligibility under these Terms and Conditions.

- The Organizers (subject to any direction from BCLB) reserve the right to amend and adjust the Promotion format and timings as they deem fit and shall communicate the same as necessary.
- Although the Organizers have used reasonable efforts to ensure that all information and materials relating to the Promotion are accurate, they shall not be liable for any inaccuracy or errors in such information and/or material. The Organizers, their agents and sub-contractors will also not bear responsibility for any loss or damage to a participant, whether caused by self or any third party, arising from:
  - Matters outside the control of the Organizers, their agents and sub-contractors including but not limited to force majeure events such as acts of God, computer viruses, power outages etc.; and
  - Any technical failure or malfunction or any other problem with any machine, telephone network or system, service provider software or otherwise which may result in missing characters in the SMS messaging, any communication being lost or not properly received, registered or recorded.
- In case of any queries or concerns on the Promotion, participants should call the Customer Care number: **0709183111**
- The Organizers may require that any of the winners be identified, photographed and published in the press, online or appear on radio and television in relation to their receipt of the prizes and the Organizers shall have the right to use such photographs or video footage in the marketing activities related to the Promotion in any media. Winners should be awarded during the promotion period & maximum 3 months after end of promotion.
- By entering the Promotion, all participants and winners agree to be bound by these Terms and Conditions which will be subject to interpretation by the Organizers and BCLB, whose interpretation shall be final and binding.
- The Promotion remains subject to the provisions of the Betting Lotteries and Gaming Act (CAP 131) Laws of Kenya and any disputes arising shall be resolved in accordance with the provision of the Act.
- If any provision of these Terms and Conditions is held by any court or other competent authority to be void or unenforceable in whole or in part, the other provisions of these Terms and conditions and the remainder of the affected provisions shall continue to be valid.
- The Organizers (subject to any direction from BCLB) reserve the right to suspend or terminate the promotion or amend, modify or change these terms and conditions at any time.

**CAUTION: The Organizers do not require participants to send cash, airtime credit or other consideration to receive any of the prizes and will not be responsible for any loss or damage incurred by any person who fails to pay heed to this notification.**

Prizes	Total number of Winners
1 Coke Studio Hoodies	5000
2 Samsung J8 Mobile phones	1000
3 Coke, Fanta, Sprite, Stoney (Without Sugar variants) and Krest300 ml RGB product	3,150,000
4 Coke Studio T-Shirts	150,000
5 Safaricom Airtime (Kshs.10)	3,500,000
6 Sony Home Theatre System	20
7 Grand Prize - Coke Studio Experience Trip for 1 to attend the Supa Dupa Fly X Santorini, Greece Festival 2019	8
	<b>6,806,028</b>

Coke Studio Experience Trip for one to the Supa Dupa Fly X Santorini, Greece Festival includes:	Coke Studio Experience Trip for One to the Supa Dupa Fly X Santorini, Greece Festival excludes:
Return Air tickets including all taxes and travel insurance.	Tips to waiters and guides.
Accommodation in a standard room for four (4) days.	Shopping.
Meals on bed and breakfast for minimum a 3 - star hotel.	Drinks outside of the hotel's meal plan.
Airport Transfers to the hotel.	Any other extras not shown above.
Visa fees as applicable.	



Participating pack 300ml RGB only.