

Big Bus Challenge 2014

Competition Terms

1. Competition format

- 1.1. Subject to the terms of these Rules, we invite creative professionals to submit Artwork via the Website in order to enter into the Competition.
- 1.2. There are two categories for entry into this Competition available on the Website from which you may choose to enter one:
 - a) National Advertiser category; and
 - b) Regional Advertiser category.
- 1.3. You should enter the **National Advertiser** category if the Advertiser's business would benefit from national coverage.
- 1.4. You should enter the **Regional Advertiser** category if the Advertiser's business is focused in one core area so as to require only regional coverage.
- 1.5. You may enter your chosen category of the Competition as many times as you wish.
- 1.6. Please ensure you read these Rules carefully since your entry into the Competition is strictly subject to them and they detail the circumstances under which we may be able to withhold prizes and/or disqualify entrants or refuse entrance.

2. Entrance to the Competition

- 2.1. You may enter this Competition if you are:
 - a) At least 18 years old;
 - b) Resident in England, Scotland or Wales;
 - c) Engaged as part of a business to provide advertising or creative services to the Advertiser which is the subject of the Artwork.
- 2.2. You must not enter this Competition if:
 - a) You are an employee, agent or director of the Promoter;
 - b) You are an employee, agent or director of the Competition Administrator;
 - c) You are a family member of any of those persons referred to in clause 2.2.a) or 2.2.b).
- 2.3. The Competition commences on 14 July 2014 and closes strictly at 17.00 on 5 September 2014 unless an official extension has been offered by the Promoter in which case the Promoter will announce such an

extension on the Website. Any entries which are received after the Competition has closed shall be refused.

2.4. Artwork which is not received via the Website will not be accepted as entry into the Competition.

2.5. There are no fees payable to enter the Competition and no purchase is necessary.

2.6. All required fields of entry detailed on the Website must be completed.

3. The Artwork

3.1. All Artwork submitted must be:

- a) In PDF format and of less than 10MB;
- b) Approved by the Advertiser;
- c) Accompanied by a paragraph highlighting how bus advertising works for the Advertiser's brand and what bus' urban audience offers the Advertiser;
- d) In an appropriate Bus Advertising Format for the category; and
- e) Suitable for submission to the promoter as 'Advertisement Copy' in accordance with the Promoter's [General Terms and Conditions](#).

3.2. The Artwork must be new and must not have run on any media platform prior to entry or be due to run on any media platform in the 12 months following the Competition commencement date.

3.3. The winner may make minor copy and design amendments to the winning piece of Artwork at the Promoter's discretion prior to accepting the prize in accordance with clause 7.3.

4. Promoter's right to refuse Entry

Without prejudice to any of its other rights, we may refuse to accept:

- 4.1. Any entry into the Competition where the Artwork has not been submitted in accordance with clause 3.1;
- 4.2. Any entry into the Competition where the Artwork is submitted in breach of the warranties contained in clause 8.1; and
- 4.3. Any entry into the Regional Advertiser category where, in the Competition Administrator's opinion, the Advertiser's business is not focused in one core regional area.

5. Judging

5.1. The judges will take into consideration the following criteria in judging the Artwork:

- a) Impact / memorability;

- b) Use of the medium;
- c) Creativity;
- d) Copywriting; and
- e) Rationale.

5.2. Judging will take place after the closing date in two rounds and by two panels, each panel comprising at least one independent judge.

5.3. One panel of judges will first select a shortlist of potential winning entries from each category. The names of the shortlisted entrants:

- a) Will be published either permanently or temporarily on the Website on or shortly after 1 October 2014; and
- b) May be featured in any publication issued by the Competition Administrator.

5.4. If your Artwork is shortlisted by the judges you will also be contacted by email and you and at least one other person from your agency or the Advertiser's business will invited to attend the Winners' Presentation.

5.5. If you are contacted in accordance with clause 5.4, above, you must respond to the email within 7 days and confirm the details of those persons who will be attending the Winners' Presentation with you. If you are unable to attend the Winners' Presentation, you may nominate someone from your agency or from the Advertiser's business to attend on your behalf.

5.6. A second panel of judges will then choose one winner from each category.

6. Winners

6.1. You may be required to provide us with proof that you have complied with these Rules in order to be declared the winner of this Competition.

6.2. The winning Artwork and names of the winning entrants, Advertisers and, if relevant, agency:

- a) Will be announced at the Winners' Presentation
- b) Will be published either permanently or temporarily on the Website; and
- c) May be featured in any publication issued by the Competition Administrator or on the Promoter's advertising inventory.

6.3. You agree that, if you win the competition, you will provide to us data which demonstrates the effect of the advertising, which is the subject of the prize, on the business of the Advertiser which is the subject of the winning Artwork. This data may, for example, take the form of any or all of the following:

- a) Website uplift figures;

- b) Unit sales uplift figures; and/or
- c) Client testimonials.

7. Prizes

- 7.1. The prize for the winning Artwork in the **National Advertiser** category will be £200,000 worth of advertising (inclusive of production costs) on our national Bus Advertising Formats.
- 7.2. The prize for the winning Artwork in the **Regional Advertiser** category will be £25,000 worth of advertising (inclusive of production costs) on our regional Bus Advertising Formats.
- 7.3. The winner of the Competition, or the Advertiser which is the subject of the winning Artwork, must book the Bus Advertising direct with the Promoter no later than the 31 December 2014. Display of the advertising will be subject to availability, consent of the media owner and to the Promoter's standard [General Terms and Conditions](#).
- 7.4. The amount of advertising to which the winners are entitled will be calculated with reference to the Promoter's standard rate card value at the time of booking.

8. Intellectual property

- 8.1. You warrant that the copyright and any other intellectual property in the Artwork:
 - a) Is owned by the you; or
 - b) Is owned by the Advertiser who has granted to you a licence which permits you to:
 - i. Enter the Artwork lawfully into the Competition;
 - ii. Accept and make use of the prize, should you win it; and
 - iii. Grant the rights detailed in clause 8.2, below.
- 8.2. You will or, at the election of the Promoter, will procure that the Advertiser will, grant each to the Promoter and the Competition Administrator a worldwide, perpetual irrevocable licence to use the Artwork and the words and images contained within it in any of their publications and on any of their advertising inventory, websites and/or promotional material associated with the Competition and to deliver the prize, should you win it.
- 8.3. For the avoidance of doubt, the owner of the intellectual property rights in the Artwork shall retain those rights after submission of the Artwork for entry into the Competition, subject to the licence granted to the Promoter in this clause 8.2.

9. Limitation of liability

- 9.1. Nothing in these Rules shall exclude or limit our liability:
 - a) For death or personal injury caused by negligence;

- b) For fraud; or
- c) To the extent that liability cannot be lawfully limited or excluded.

9.2. Subject to clause 9.1:

- a) the Competition is provided on an “as is” and “as available” basis without any representation or endorsement. All warranties, conditions and guarantees relating to the Competition by us or on our behalf, whether express or implied by law, statute, course of dealing or otherwise, including but not limited to, implied warranties of satisfactory quality, fitness for a particular purpose, non infringement, compatibility, security, accuracy, condition or completeness are excluded to the maximum extent permitted by law; and
- b) we will not be liable to you in contract, tort (including, without limitation, negligence) or otherwise in connection with the Competition.

9.3. Although we have made all reasonable efforts to ensure that the Website is free from viruses and other damaging components, we cannot guarantee this. Neither can we guarantee that use of the Website will be uninterrupted, timely secure and / or error-free.

10. Enquiries

- 10.1. For enquiries, questions or further information, please contact bigbuschallenge@haymarket.com We will aim to respond to any enquiries within 5 working days.
- 10.2. Any enquires in respect of the Competition must be made within 28 days of the Competition closing date. Enquiries made after this time will not be responded to.

11. General

- 11.1. This competition is owned and operated by Exterion Media (UK) Limited (herein referred to as the “Promoter”, “our”, “we”, “us”) a company registered in England and Wales with company number 2866133 whose registered office is at Camden Wharf, 28, Jamestown Road, London, NW1 7BY.
- 11.2. By submitting an entry for the Competition, you are indicating your agreement to be bound by these Rules.
- 11.3. We reserve the right to cancel or amend the Rules at any time without prior notice and by participating in the Competition subsequent to any revision of the Rules you agree to be bound by such changed Rules. Any amendments to the Rules will be displayed on the Website.
- 11.4. We reserve the right to refuse or disqualify entry into the Competition if we have reasonable grounds to believe that you have breached any of these Rules.
- 11.5. We will treat any personal information submitted you submit in in order to enter the Competition in accordance with the terms of our [Privacy Policy](#).

12. Definitions

12.1. In these Terms, the following words shall have the following meanings:

Advertiser means any registered company, limited liability partnership or registered charity which operates in the England, Scotland or Wales.

Bus Advertising Format means, as more particularly specified [Entry Toolkit](#), either:

- a) [T Side](#), [Rears](#), [Superside](#) and [Routemaster](#) for National Advertiser category entries; or
- b) Streetliner or Rear for Regional Advertiser category entries.

Competition Administrator means Haymarket Media Group Limited, a company registered in England and Wales with company registration number 267189 and whose registered office is at Teddington Studios, Broom Road, Teddington, TW11 9BE.

Entry Toolkit means webpage available [here](#).

Competition means the Big Bus Challenge 2014 as described on the Website.

Winners' Presentation means a presentation which will take place at the London Transport Museum on the evening of 6 November 2014.

Artwork means artwork and copy for an advertisement to promote an Advertiser.

Rules means these Big Bus Challenge Competition Terms.

Website means www.bigbuschallenge.com.