

ISKO I-SKOOL®

Denim Design Digital Prize 2017

Guidelines and Rules



The main purpose of the digital contest is to have Facebook users vote their favorite project among the outfits presented for the final stage of ISKO I-SKOOL™ Denim Design Award contest held in July 2017.

The “Denim Design Digital Prize” is free of charge, although participants must uphold the following rules to participate and vote.

1. ▶ Who can participate

“Denim Design Digital Prize” is open to all Facebook users. In order to participate and vote, users must have an active Facebook account.

2. ▶ Timing

The “Denim Design Digital Prize” will start on October 16th 2017 at 11.00 am (Central European Summer Time = GMT+2) and will end on October 29th 2017 at 11.00 pm (Central European Standard Time = GMT +1).

3. ▶ How to participate and vote

- In order to participate in the “Denim Design Digital Prize” users need to meet only one requirement: have a Facebook active account.
- In order to vote users must log onto the ISKO I-SKOOL™ Facebook page and enter the integrated application Woobox.

The Woobox platform will display a Pre-Start of the contest that will be online until the 16th of October.

Once the contest has officially started Woobox will display a Fan-Gate suggesting to “like” the Facebook page before proceeding. The Fan-Gate will be followed by an entry page in which users will be asked to fill out a short form to collect their main data such as e-mail and country of origin before proceeding with the vote.

Through a visible “vote button” users will express a preference for their favorite work. Users can vote only once, since vote will be restricted by Facebook individual user.

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4. ▶ How winners are selected

Winners are selected according to the number of votes that their project receives. The three winning projects, then, will be the top vote-getter ones.

5. ▶ Prizes

- The three most voted projects will be awarded as follows: 1st Place (Reflex Digital Camera (for the winning student) + 200m of ISKO™ Denim fabric (for the student's school)– 2ndPlace: 50m of ISKO™ Denim fabric for the student– 3rd Place: 25m of ISKO™ Denim fabric for the student. In the event of an exact tie the award of prizes will be evaluate by ISKO I-SKOOL™ team.

- **"Voters Special Prize"**: a special prize will be awarded to one of the voters, once the contest is ended, selected randomly through the dedicated Woobox functionality. The special prize will be a gadget by ISKO™.

6. ▶ Winners announcement

- Winners will be announced on the 30th of October on all ISKO I-SKOOL™ official social media pages and on the ISKO I-SKOOL™ website being the object of a specific news item.

- The winner of the "Voters Special Prize" will be announced on the 31st of October on the Facebook, Twitter and Instagram official pages.

7. ▶ Privacy

ISKO I-SKOOL™ Denim Design Digital Prize will ask for e-mail address and country of origin. Personal data will not be published or passed on to third parties.

8. ▶ Force majeure or technical issues

In case of malfunctioning of the application or of the Facebook platform, or in the case of supposed irregularities, or in case of force majeure, the contest will be interrupted and subsequently restarted. Users will be informed about the interruption and restart of the contest.

9. ▶ Publication

This document presenting rules and guidelines of the Digital Prize will be published in advance on the Facebook Notes Fan Page and on the ISKO I-SKOOL™ website guidelines section, being the subject of a specific news announcing the start of the competition as well.