

**TERMS & CONDITIONS CREATIVE PRESS CHALLENGE 2016**  
September 2016

These terms and conditions apply to the 'Creative Press Challenge' competition (hereafter "Competition").

**1. GENERAL**

- 1.1 The Competition is organised by de Persgroep Nederland B.V., having its statutory seat and its registered office at Jacob Bontiusplaats 9, 1018 LL Amsterdam, the Netherlands (hereafter "DPN").
- 1.2 The Competition consists of the following: Creatives under the age of 30, working at advertising agencies, are challenged to make their best print advertisement of the year for placement in de Volkskrant, by boiling down a multimedia campaign of a charity to a single print advertisement.
- 1.3 The Competition starts on October 11<sup>th</sup>, 2016 and closes on October 30<sup>th</sup>, 2016.
- 1.4 DPN reserves the right to change these terms and conditions at any time without prior notice. A revised version of the terms and conditions will be posted on [www.creativepresschallenge.nl](http://www.creativepresschallenge.nl) and may be communicated via different channels as soon as possible after the date of revision.

**2. PARTICIPATION**

- 2.1 Participation in the Competition is only possible upon invitation or receipt of a unique participation code. Participants must be employed by a recognized advertising agency and must be 18 years or older, and under the age of 30.
- 2.2 Participation is excluded for:
  - (a) persons who do not meet the abovementioned requirements;
  - (b) employees of DPN and/or de Volkskrant, and;
  - (c) everyone who is directly or indirectly involved in organising this Competition.
- 2.3 To participate each participant must submit his/her advertisement before the closing date of the Competition via [www.creativepresschallenge.nl](http://www.creativepresschallenge.nl) together with his/her contact details and e-mail address. Each participant shall ensure that the information given is correct, complete and up-to-date.
- 2.4 The advertisements should not contain any (sexually) intimidating, offensive, discriminatory, disturbing or otherwise controversial content or otherwise breach public morals, taste or public order.
- 2.5 By participating in this Competition the participant (i) agrees to be bound by these terms and conditions (ii) grants DPN and its subsidiaries permission to use, (re-)produce and publish the advertisement submitted by the participant, in de Volkskrant both in print and online (e.g. app's, digital newspaper in pdf form and on [volkskrant.nl](http://volkskrant.nl)) without limitation and without compensation to the participant and (iii) declares to give an interview to be published in de Volkskrant and possibly other media. The participant warrants that the advertisement does not violate any (intellectual property) rights of any third party and that the participant is authorised to grant the permission detailed in (ii).
- 2.6 Entering the Competition is free of cost, but each participant bears the cost of preparing, submitting and properly producing his/her advertisement for publishing in de Volkskrant.
- 2.7 DPN reserves the right to exclude participants from the Competition for any reason and without prior notice.

**3. PRIZE**

- 3.1 The winner of this Competition receives a prize. The prize consists of publishing the winning advertisement at no cost (other than detailed in 2.6) in de Volkskrant in December 2016 (date to be decided) and an interview in de Volkskrant. DPN will also submit the winning advertisement to the Cannes Lions International Festival of Creativity 2017 in the category Press Lions.
- 3.2 A professional jury will choose one (1) winner from the participants. The jury will judge the advertisements on the following criteria: concept, creativity and fit with the target audience. The jury shall decide by simple majority. In case of a tied vote the chairman of the jury shall have a casting vote. The decision of the jury is final and not open to appeal. DPN may to change the composition of the jury. The winner will be contacted personally within 4 weeks from the closing date of the Competition.

3.3 The prize will not be awarded in monetary funds. If the winner cannot or does not want to accept the prize, or fails to comply in whole or in part with these terms and conditions, the right to receive the prize expires. DPN reserves the right to have the jury choose another winner in such event.

3.4 The prize is personal and may not be transferred or assigned to a third party.

#### **4. MISCELLANEOUS**

4.1 In cases in which these terms and conditions do not suffice, a decision will be made by DPN.

4.2 DPN reserves the right at all times and without prior notice and without any liability whatsoever to change, postpone, or end the Competition or to impose new rules and regulations in respect of the Competition at any time for any reason.

4.3 DPN, and any party involved in the organization of the Competition, shall not be liable for any costs incurred or loss, damage or liability suffered by participants, direct or indirect, in relation to the Competition and/or the prize awarded.

4.4 The Competition and these terms and conditions shall be governed by the laws of the Netherlands. Any and all disputes that may follow from or are related to the Competition and/or these terms and conditions shall be referred to the competent court in Amsterdam, the Netherlands.

4.5 Any questions or complaints regarding the Competition may be directed at [info@creativepresschallenge.nl](mailto:info@creativepresschallenge.nl).