

San Mig Zero

Message on a Bottle...

Introduction

Registered Fans can earn points to be eligible for weekly raffles and grand prize draws.

Promotion Details

1. Promotion period runs from December 1 to March 31.
2. To participate in the promotion, consumers must;
 - be aged 18 years old and above,
 - presently living in Philippines,
 - reachable through Facebook.
3. Employees of San Miguel and their relatives up to 4th level of consanguinity, San Miguel's service providers and agency partners are disqualified to join the promo.

How to Register

1. On Facebook go to Message on a Bottle Promo page
2. Then complete the registration by entering the following details
 - First name
 - Last Name
 - Day of birth
 - Email Address
 - Select the option to subscribe to emails or not.
 - Instagram ID
3. Registered participants will receive one hundred (100) points to activate their personal Loyalty Point Account.
4. The given one hundred (100) Points for registering will always be in the participants account.
5. Participants are required to register only once.
6. After Registration the tab will turn into a person Account where the participants can view their earned points and approved MOAB.

How to get Points

1. Participants can earn points by completing specific tasks or actions specified below

Task / Action	Loyalty Points
Invite a friend(s) to register with 'Message On a Bottle' Promo' Facebook Application.	5 points
Like a MOAB within 'Message on a Bottle' App.	5 points
Share a MOAB from 'Message on a Bottle' App.	5 points
Purchase a bottle of San Mig Zero (provide proof).	10 points
Upload Instagram picture using #Zerobitterness and feature product.	5 points
Generate a MOAB.	10 points

A participant either 'Like' or 'Shares' your MOAB.	5 points
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Example: During December 2014 User A invites ten (10) of his friends to register with 'Message on a Bottle' App. Nine (9) of those friends registered. Therefore User A will be rewarded fifty (50) points in December 2014.

Instructions on each action to win points;

Invite a friend(s) to register with 'Message On a Bottle' Promo' Facebook Application. -Click on the Invitation button located on the 'Account' tab to invite Facebook friends.
Like a MOAB within 'Message on a Bottle' App. -Go to the 'Gallery' tab and 'Like' MOAB.
Share a MOAB from 'Message on a Bottle' App. -Go to the 'Gallery' tab and 'Share' MOAB.
Purchase a bottle of San Mig Zero (provide proof). -Go to 'Account' tab and click 'I just bought San Mig Zero!' -Complete the following; <ul style="list-style-type: none"> ➤ Name of the store, ➤ Date of purchase, ➤ OR (official receipt)reference, ➤ Upload a photo of the official store receipt with their signature visibly on it. It must be in JPEG or PNG format and the text on the receipt <u>must be visible</u>.
Upload Instagram picture using #Zerobitterness and feature product. -Upload a picture with a bottle of San Mig Zero and use #zerobitterness on Instagram.
Generate a MOAB -Go to 'MOAB' tab and generate your own MOAB
A participant either 'Like' or 'Shares' your MOAB -You will automatically get points is another users either 'Likes' or 'Shares' your MOAB

How to select Weekly Prize winners (San Mig Zero Gift Pack)

1. Every Monday San Mig Zero will announce on the Timeline the names of three (3) weekly winners.
2. The top three (3) scorers from the previous week are the weekly winners.

How to select Grand Prizes winners (3x iPads)

1. San Mig Zero will announce on the Timeline the names of winners.
2. Every Registered user will automatically be entered into a raffle wherein one (1) winner will be selected at random to win the grand prize.
3. The person with the most points will be a grand prize winner, and the
4. Brand will choose their favorite generated Message on a Bottle.

Schedule;

Month/Week	Submission Period	Raffle Date	Winners Verification	Announcement of Winners	Total Number of Gift Packs
December Week 1	December 1-7	December 8			3

December Week 2	December 8-14	December 15	6
December Week 3	December 15-21	December 22	9
December Week 4	December 22-28	December 29	12
January Week 1	Dec 29 – Jan 4	January 5	15
January Week 2	January 5-11	January 12	18
January Week 3	January 12-18	January 19	21
January Week 4	January 19-25	January 26	24
February Week 1	Jan 26 – Feb 1	February 2	27
February Week 2	February 2-8	February 9	30
February Week 3	February 9-15	February 16	33
February Week 4	February 16-22	February 23	36
March Week 1	Feb 23 – March 1	March 2	39
March Week 2	March 2-8	March 9	42
March Week 3	March 9-15	March 16	45
March Week 4	March 16-22	March 23	48
March Week 5	March 23-29	March 31	51

Claiming Prizes

1. Winners will be notified via electronic mail and/or Facebook.
2. Winners will be required to present two (2) valid IDs (Government issued: Driver's License, Passport, TIN, Professional License, etc.) for verification upon claiming their prize.
3. The location and date where the winners will be able to claim their prize will be;
2F Liberty Plaza, 102 H.V. Dela Costa Street, Salcedo Village, Makati
4. Prizes are non-transferable and not convertible to cash.
5. Shall the Winner be unable to claim her prize before its stated expiry date; the prize will be automatically forfeited.