

PAKISTAN YOUNG LIONS COMPETITION

OFFICIAL COMPETITION RULES

Competition Sponsor. The Pakistan Young lions Competition is sponsored by Jang Media Group and administered by the Pakistan Advertisers Society.

2. Competition Registration Deadline. The Competition registration begins on 16th January 2023 and ends on 3rd February 2023

3. Competition Eligibility. To be eligible to enter the Competition entrants must:

- (a) be a Pakistani citizen; at a department of a company that engages the services of a creative communications, advertising, or digital agency (the “**Client Company**”);
- (b) not older than thirty (30) years of age prior to 21st June 1993
- (c) have a good understanding of spoken and written English;
- (d) hold a valid passport at least six (6) months from expiry without any restrictions on travel and comply with all visa and other requirements on travel to France; and
- (e) be willing, able, and available to (i) attend at the offices of the Competition Sponsor to participate in the live presentation (ii) travel to France as early as June 14, 2023, and stay in France until at least June 24, 2023; (iii) attend the 2023 Cannes Lions International Festival of Creativity in Cannes, France on June 17, 2023 – June 21, 2023 (the “**Festival**”); and (iv) represent themselves, or the Client Company (as applicable) and Pakistan, and participate in the Global Young Lions Competition at the Festival.

If all of the eligibility requirements to enter the Competition are met as set out above, such an entrant is referred to herein as an “**Eligible Entrant**”.

Eligibility is not transferrable. Entrants are not eligible to enter the Competition if they are: (1) a full-time student; (2) employed by or working freelance for an in-house media department of a company that engages the services of a Media Agency as a client; (3) not an employee of an Client Company (i.e. freelance professionals are not eligible) (4) a person that was or is a director, officer or employee of the Competition Sponsor, its affiliates (including parent, sister and subsidiary companies), or other party in any way involved in the development or administration of this Competition, including but not limited to advertising and promotional agencies, public relations agencies, suppliers of materials or services or prizes related to the Competition, or a member of the immediate family (spouse, parents, siblings and children, regardless of where they reside) or household member of any such employee; or (5) a winner of a contest or competition sponsored by the Competition Sponsor within the six (6) months preceding the start of this Competition (including persons designated by such winners to take ownership of prize) and persons domiciled with such winner.

4. Competition Registration. Each Eligible Entrant must register for the Competition by completing the Competition registration form located at www.pas.org.pk (“**Competition Website**”) and paying a non-refundable registration fee in the amount of (PKR 65,000 + Tax) per Eligible Entrant/team (“**Registration Fee**”) prior to the Competition Registration Deadline.

Each Registration Form must include the Eligible Entrant's: (a) full legal name; (b) Client Company name (as applicable); (c) home address; (d) business daytime telephone number and personal phone number (e.g. cell phone number); (e) business and personal e-mail address; (f) and the name of one (1) other Eligible Entrant as his/her team member (“**Team Member 2**”). The Eligible Entrant

must select the Registration Form. The Eligible Entrant who completes the Registration Form first (“**Team Member 1**”) and Team Member 2 will participate in the Competition as a team (a “**Team**”).

IMPORTANT NOTE:

For certainty, Eligible Entrants may only be a member of one (1) Team. The membership of the Team cannot be changed after the Registration Form is submitted on the Competition Website. The Registration Fee will not be refunded to the Eligible Entrant under any circumstances, including but not limited to the Team not submitting a Competition Entry.

5. Identity of Eligible Entrants and Team. Upon request by the Competition Sponsor, each entrant must provide the Competition Sponsor with proof of their identity, qualification as an Eligible Entrant, and/or Team. Competition Sponsor may disqualify any Competition Entry where such proof is not provided upon request.

6. Competition Brief. Each Eligible Entrant that has complied with the registration requirements of these Official Competition Rules will be sent a hyperlink containing the information set out below via e-mail to his/her business e-mail address. It is the responsibility of the Eligible Entrant to notify the Competition Sponsor via e-mail at Secretariat@pas.org.pk as soon as possible.

Competition briefing 9th February 2023

The hyperlink will provide the Team with access to a Competition brief, which describes the guidelines for creating and submitting an entry into the Competition, including but not limited to the charity name that will be the subject of the Competition Entry submission (“**Charity**”), objectives, strategies, target audience, size and time restrictions for each entry in the Competition (“**Competition briefing 9th February 2023**”).

Each Team must create and submit an entry into the Competition that meets all the requirements of these Official Competition Rules and the Competition Brief in order to be accepted into the judging phase of the Competition (a “**Competition Entry**”).

7. Competition Entry. To enter the Competition, each Team must submit their Competition Entry to the Competition Sponsor via the submission instruction guidelines on the Competition Website prior to the following **Category submission deadlines: 5:00 p.m. on February 10, 2023.**

For its Competition Entry, each Team must create a maximum two (2) page creative brief for the Charity (the “**Marketers Category**”) within twenty-four (24) hours of the Competition Start Time that meets the requirements of these Official Competition Rules and the Competition Brief. For certainty, each Team must submit its original Competition Entry. No external assistance or influence of any kind from any person outside the Team is permitted.

Limit of one (1) Competition Entry per Team. All Competition Entries must adhere to requirements as outlined in the Competition Brief and these Official Competition Rules. Competition Entries received after the Category submission deadlines listed above will not be accepted. Competition Entries from; (i) persons who are not Eligible Entrants; or (ii) Eligible Entrants that have not completed the Competition Registration, will not be accepted.

8. Proof of Receipt. The sole determinant of time for the purposes of receipt of a valid Registration Form and Competition Entry will be the computer servers of the PAS/Sponsors. Proof of mailing or transmission (screenshots or captures, etc.) does not constitute proof of receipt by the Competition Sponsor.

9. Judges, Judging Criteria, and Selection of Finalists and Winners. Each Competition Entry will be evaluated by a panel of qualified judges (the “**Judges**”) as selected by the PAS/ Sponsors. In order to

select the top five (10) Competition Entries that will go through the Presentation phase, the Judges will review and evaluate the Competition Entries based on the following criteria: (A) the concept board will be evaluated on the quality of (1) insight articulation (30%); (2) idea articulation and name (20%); (3) concept visualization to bring your idea to life (10%) and (B) the creative brief will be evaluated on the quality of (1) business objective, brand character, and deliverables (5%); (2) role of communication (10%); (3) target audience description (10%) and (4) product, service or proposition benefit and reasons why (15%). The decisions of the Judges shall be final and binding, without the right of appeal. The Judges will select the top 10 Competition Entries and the Teams with such Competition Entries will be required to make a live presentation of a maximum of five (5) minutes in length to the Judges on **February 14, 2023**, at the competition Arena. The Presentation shall be presented using a maximum of five (5) PowerPoint slides (title slide optional as it will be included in the maximum five (5) slide total). After the Presentations, the Judges will have a maximum of five (5) minutes to ask the Team questions.

Selection of Finalists. PAS, acting reasonably, will attempt to contact each Eligible Entrant of each Selected Team by telephone and/or e-mail. To be eligible to become a Finalist, the Eligible Entrants of each Selected

Team must:

- (a) respond to the telephone and/or e-mail notification within two (2) days of being contacted by the Competition Sponsor;
 - (b) have complied with these Official Competition Rules; and
 - (c) sign and return within the time frame specified by the Competition Sponsor a release and indemnity and any other documents required by PAS/Sponsors (the "**Finalist Statement**"), which will include, among other things, that the Eligible Entrant has complied with this Official Competition
- Selected Teams may be ineligible to become Finalists, as determined in the sole discretion of the Competition Sponsor, for reasons including but not limited to failure to comply with the Official Competition Rules, failure to be contacted or respond to contact attempts by the Competition Sponsor, or an Eligible Entrant of such Team's failure to review, sign and return the Finalist Statement. In the event an Eligible Entrant of a Selected Team is determined ineligible to become a Finalist, the Competition Sponsor reserves the right, in its sole discretion, to select a Team with a Competition Entry with the next highest score to be eligible to become a Finalist. All Finalists hereby consent to the profiling and publication of their name, Company and Competition Entries in accordance with these Official Competition Rules and will use reasonable efforts to cooperate with the Competition Sponsor in the preparation of such profiles and publicity by the Competition Sponsor.

10. Confirmation of Winners. At the Pakistan Young lions Competition **on February 14, 2023**, as determined by PAS/Sponsors, at their sole discretion, the Competition Sponsor will announce one (1) Finalist as the "**Winning Team**". To be eligible to receive the Prize, each Eligible Entrant from each Winning Team must:

- (a) have complied with these Official Competition Rules;
- (b) sign and return within the time frame specified by the Competition Sponsor a release and indemnity and any other documents required by the Competition Sponsor (the "**Winner Statement**"), which will include, among other things, that: (i) the Eligible Entrant has complied with this Official Competition Rules; (ii) the Eligible Entrant's Competition Entry and acceptance of the Prize (as defined below) is not a violation of Client Company's policies (as applicable); and (iii) acceptance of the Prize as awarded; and (c) confirm that he/she is willing, able and available to attend and participate in the 2023 Global Young Lions Competition at the Festival. The Winning Team may be ineligible to receive the Prize, as determined in the sole discretion of the Competition Sponsor, for reasons including but not limited to failure to comply with the Official Competition Rules, failure to be contacted or respond to contact attempts by the Competition Sponsor, an Eligible Entrant of such Team's failure to review, sign and return the Winner Statement, or failure of the Winning Team to confirm attendance and participation in

the Global Creative Competition for Young Talent at the Festival. In the event an Eligible Entrant of a Winning Team is determined ineligible to receive the Prize, the Competition Sponsor reserves the right, in its sole discretion, to select a Finalist with a Competition Entry with the next highest score to be eligible to become a Winning Team. It is strongly recommended that at least one (1) Eligible Entrant of the Teams who are Finalists attend the Cannes Conference in Karachi.

11. Prize. Subject to fulfilling these Official Competition Rules, the Winning Team is eligible to receive one (1) prize (the “**Prize**”): (a) round-trip economy airfare for the two (2) Eligible Entrants of the Winning Team from the major airport closest to each such Eligible Entrant’s residence to Nice, France, including return airport transfers; (b) at least six (6) nights’ accommodation in a single or shared double-occupancy standard room, in Cannes, France during the Festival, selected and booked at the sole discretion of the Competition Sponsor (any additional nights beyond the six (6) nights will be in the sole discretion of the Competition Sponsor); (c) two (2) full-week Global Young Lions registration passes to attend the Festival; and (d) registration and participation in the 2023 Global Young Competition to represent Pakistan at the Festival. Odds of winning the Prize depend on: (i) the number of Teams registered; (ii) the number and quality of Competition Entries. The Competition Sponsor will select, book and arrange travel for the Winning Teams, including all flights, airline(s), hotel accommodations (including, without limitation, room size and occupancy), and airport transfers, at its sole and absolute discretion. The Prize is subject to availability, including but not limited to the cancellation of the Festival, and any other restrictions that may apply at the time of its award. All travel arrangements relating to the Prize will be made by the Competition Sponsor on behalf of the Winning Team. The Competition Sponsor will not extend or vary the length of travel, substitute, or change any travel services, accommodations or transportation for the Prize, after the time of booking. The costs of anything not specifically stated above as included in the Prize are the sole responsibility of each Winning Team, including, without limitation: transportation for each Winning Team to and from the airport closest to each Eligible Entrant’s residence; transportation for each Winning Team to and from their accommodation in Cannes, France to the Festival; charges, fees or expenses for airline tickets in the event of a missed flight or missed connecting flight; charges fees or expenses for a change(s) in the travel arrangements or accommodations booked by the Competition Sponsor that is requested by an Eligible Entrant of the Winning Team; in-flight meals and beverages; additional meals and beverages; any charges, fees or expenses for an overnight layover that is not booked by the Competition Sponsor, including accommodation for such overnight layover; additional ground or other transportation not expressly included above; personal and miscellaneous expenses for each Winning Team of any kind; medical, health, hospital, travel and trip cancellation insurance; excess or lost baggage fees; import charges; taxes; gratuities; merchandise; telephone calls; communication charges; costs associated with guests amenities and services at the Winning Team’s accommodation; sightseeing; and any costs or expenses related to the obtaining of travel documents, passports, visas; and vaccinations, inoculations and any medical expenses. NOTE: Each Eligible Entrant of the Winning Team may be required to present a valid major credit card in each Eligible Entrant’s name at the time of hotel check-in to cover any incidental expenses. It is the sole responsibility of each Eligible Entrant of the Winning Team to obtain all necessary travel documentation, including passports and visas (as applicable), and to comply with any customs and immigration requirements. The Competition Sponsor is not responsible if an Eligible Entrant of the Winning Team is late or otherwise misses any mode of transportation or other components of the Prize. Each Winning Team must travel when required or the Prize is forfeited, without substitution or compensation of any kind to the Winning Team. The Prize cannot be extended under any circumstances and no changes will be permitted to travel dates or passenger names after the Competition Sponsor has confirmed the booking. The Prize must be accepted as awarded and is provided “as is” without further representations, conditions, or warranties of any kind, and is not transferable, assignable, and/or convertible to cash (except as may be specifically permitted by

Competition Sponsor in its sole and absolute discretion. In no event will more than the stated number of Prizes be awarded.

12. Intellectual Property Warranties, Representations, and Licences. All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans, and representations are owned by each Competition Sponsor, its affiliates, and/or Cannes Lions. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited. All materials submitted by entrants (the Registration Form, Competition Entry, and any other materials, as applicable) become the property of the Competition Sponsor and will not be returned to entrants or Eligible Entrants. Each Eligible Entrant hereby warrants that his/her Competition Entry is wholly original and that he/she and his/her Team member are the copyright owner(s) of the Competition Entry. Each Eligible Entrant warrants that his/her Competition Entry does not infringe or violate any intellectual property rights including copyrights and trademarks, proprietary rights, privacy or publicity rights, or any other rights of any kind whatsoever including any federal, provincial or municipal laws. The Competition Entry has not been created using any pirated or unlicensed content, or other materials that include copyrighted or trademarked material that the Competition Sponsor would not be entitled to use without further payment to the intellectual property owner. Upon the request of the Competition Sponsor, each Eligible Entrant agrees to obtain in writing any intellectual property licenses, assignments, waivers, consents, and releases as required. Each Eligible Entrant hereby grants the Competition Sponsor a perpetual, irrevocable worldwide, exclusive license to publish, display, retain, archive, use, store, produce, reproduce, perform in public, broadcast, and communicate to the public by telecommunication, the Competition Entry, in any material form, in whole or in part, on any platform, including but not limited to its print newspaper, digital platforms, in syndication, videos, and social media platforms such as blogs, Twitter feeds, Facebook posts, in connection with any product (whether in print, digital or any other form) created, owned or published by either Competition Sponsor or any of its affiliates, now and in perpetuity, and to sub-license such rights to any licensee of the Competition Sponsor. Each Eligible Entrant hereby waives all moral rights in and to the Competition Entry in favor of the Competition Sponsor. Each Eligible Entrant hereby acknowledges and understands that the Competition Sponsor may edit, modify or alter the Competition Entry at its discretion and place the Competition Entry in its products and on any platform without his/her further consent or compensation of any kind.

13. Conduct. By participating in the Competition, entrants acknowledge that they have read and understood these Official Competition Rules and agree to abide and be bound by them and all decisions of the Competition Sponsor, which shall be final and binding, without right of appeal, in all matters relating to this Competition and the awarding of Prizes. The Competition Sponsor reserves the right, in their sole and absolute discretion, to disqualify any entrant that it finds to be: (a) violating these Official Competition Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Competition; (c) acting in an unsportsmanlike or disruptive manner; or (d) attempting to undermine the legitimate operation of the Competition. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE COMPETITION WEBSITE OR ANY WEBSITE ASSOCIATED WITH THIS COMPETITION OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS COMPETITION MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, THE COMPETITION SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND ANY FUTURE CONTESTS OR COMPETITIONS.

14. Privacy and Communications. By entering the Competition, entrants will disclose certain personal information to the Competition Sponsor (“**Personal Information**”). If an entrant discloses his or her Personal Information, the entrant expressly consents to the collection, use, storage, and disclosure of Personal Information by the Competition Sponsor for the purposes of administering the Competition. The Competition Sponsor may use the entrant’s Personal Information to communicate with the entrant, Eligible Entrants, and Team to announce the Winning Team of the Competition and to inform the entrants of any upcoming initiatives or events in connection with the Festival. Any Personal Information disclosed by an entrant to the Competition Sponsor will be treated in accordance with the Competition.

Release of Liability / Consent to Publicity. By registering and/or entering the Competition, each entrant is deemed to: (i) confirm compliance with these Official Competition Rules; (ii) consent to the use of your name, city, comments, photographs, video, sobriquet, and/or other likenesses and all other indicia of personality, for publicity, general news, entertainment, advertising and informational purposes by the Competition Sponsor and its parent, affiliated subsidiary and related companies, without further notice or compensation; and (iii) release the Competition Sponsor, its affiliates (including, without limitation, any parent, sister and subsidiary companies), suppliers of materials or services related to the Competition and other parties in any way involved in the development or administration of this Competition (including advertising and promotional agencies, public relations agencies), the Charity, and all of their respective employees, directors, officers, shareholders, agents, partners, licensees, successors and assigns (collectively the “**Releasees**”) from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demand or damages (including legal fees and expenses), including without limitation: (i) any injury, including but not limited to personal injury, bodily injury, disability or death; (ii) property damage; and (iii) loss or damage of any other kind; arising in whole or in part, directly or indirectly, from registration in the Competition, entry in the Competition, participation or attempted participation in the Competition, selection of Finalists, declaration of Winning Teams, awarding acceptance, use or misuse of the Prize, administration of the Competition or any Competition-related activity, or the Competition Sponsor’s collection, storage, use and disclosure of the Personal Information, or any combination of the foregoing. Each Eligible Entrant of each Winning Team will indemnify and hold harmless the Releasees, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demands, or damages (including legal fees and expenses), including without limitation: (i) any injury, including but not limited to personal injury, bodily injury, disability or death; (ii) property damage; and (iii) loss or damage of any other kind; arising in whole or in part, directly or indirectly, from registration in the Competition, the entry in the Competition, participation or attempted participation in the Competition, selection of Finalists, confirmation of Winning Teams, awarding acceptance, use or misuse of the Prize, administration of the Competition or any Competition-related activity, or the Competition Sponsor’s collection, storage, use and disclosure of the Personal Information, or any combination of the foregoing.

15. Limitation of Liability. Releasees do not assume any responsibility and each entrant releases Releasees from any and all claims, actions, damages, loss, injury, costs, demands, and liabilities of whatever nature or kind arising in connection with the Competition and/or Prizes including, without limitation, the administration of the Competition, the selection of Finalists, confirmation of Winning Teams, and the awarding and use of the Prize. Without limiting the generality of the foregoing, Releasees are not responsible for: (i) the incorrect or inaccurate capture of entry information; (ii) late, lost, stolen, illegible, damaged, misdirected, mutilated, garbled or incomplete Competition Entries or Competition Entries that are altered or otherwise irregular, mechanically reproduced, submitted using robotic, automated, programmed, or through illicit means, included in a bulk-drop off, or contain false information, or do not conform with or satisfy any or all of the conditions of the Official Competition Rules, as determined by the Competition Sponsor, in its sole and absolute discretion; (iii) any failure of, errors, or problems with Competition Website or any other website associated with the Competition or

any other technology used to administer the Competition, including any website feature or the sending of any hyperlinks, howsoever caused; (iv) any failure or malfunction of any telephone or cable line or other means of transmission, or any computer or other equipment or software; (v) failure of any e-mail or Competition Entry submission to be received by the Competition Sponsor on account of technical problems or traffic congestion on the Internet or at any website; (vi) traffic congestion on the Internet and any postal delays, strikes or failures; (vii) injury or damage to an entrant's or any other person's computer related to or resulting from participating in the Competition; (viii) any website functionality lost due to not having cookies enabled; (ix) any errors, omissions, incorrect or inaccurate information in any Competition-related materials howsoever caused; (x) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise; (xi) any condition caused by events beyond the control of the Competition Sponsor that may cause damage to an entrant's or any other person's computer, including downloading any material from the Competition Website; or (xii) any combination of the foregoing.

16. Competition Sponsor, in its sole and absolute discretion, reserves the right to modify or terminate the Competition and amend these Official Competition Rules at any time, without individual notice, and for any reason.

The end