

Shopping Center IV

Based on the Decision on organizing marketing action during 2023, hereby the particularities of Actions are being determined for:	Na osnovu Odluke o organizovanju marketinških akcija tokom 2023. godine, ovime su utvrđuju specifičnosti pojedinačne Akcije tokom:
Dates: November 30 – December 7, 2023	Datumi: 30 Novembar – 7. Decembar 2023.
Prizes with the value: Prize with the value: Alisa in Wonderland HugMe sweater Price: smaller than 16.666 RSD	Nagrada sa vrednošću: Nagrada sa vrednošću: Alisa u zemlji mode HugMe džemper Cena: manja od 16.666 RSD
Social network: Instagram	Društvena mreža: Instagram
Other particularities of Action:	Druge specifičnosti akcije:
Copy/Accompanying text: Participate in our giveaway and get ready to snuggle up warm in a wonderful women's HugMe sweater from @alisauzemljimode! How to get the prize? Mechanism of Action: Conditions: How to get a prize? 1 Follow @beo.sc i @alisauzemljimode 2 Tag your friend who loves sweaters in the comments. *Feel free to share the post on your story Criteria: Tag a friend in the comment who loves sweatshirts. *Feel free to share the post on your profile The winners shall be chosen on 7th of December. The subject mechanism shall be included to the accompanying text and thus communicated to the users.	Copy/propratni tekst: Učestvuj u našem darivanju i pripremi za toplo ušuškavanje u divnom ženskom teget HugMe džemperu iz @alisauzemljimode! Kako do nagrade? Mehanizam akcije: Uslovi učešća: Kako do nagrade? Zaprati @beo.sc i @alisauzemljimode 2 U komentaru taguj drugaricu koja obožava tople džempere *Slobodno objavu podeli na svoj story Kriterijum: U komentaru taguj prijateljicu koja voli tople dukseve. Srećnu dobitnicu izvlačimo 7. decembra Navedeni mehanizam će biti uključen u propratni tekst i tako saopšten korisnicima.

Interne informacije / Internal Information

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The winner shall be chosen by POSH33 and Shopping Center IV. After the deadline, on December 7th (in the second part of the day), POSH33 members: Head of Accounts and Account Manager as well as PR&Digital Manager of Shopping Center IV will inform SC IV about the name of the winner, and SC IV shall further organize contacting the winner and directing him/her/them to arrange collecting the prize. Personal statement and a confirmation of the award will be signed as there will be the public information on winner.	Pobednika će izabrati POSH33 i Shopping Center IV. Nakon isteka predviđenog roka, 7 Decembra (u drugom delu dana), stručni tročlani žiri: Head of Accounts, Account Manager iz agencije POSH33 kao i PR&Digital Manager Shopping Centra IV će obavestiti SC IV o imenu pobednika, a koji će organizovati kontaktiranje pobednika radi dogovora o preuzimanju nagrade. Potpisivaće se izjava o podacima o ličnosti jer će se informacije o dobitniku javno objavljivati i potvrda o dodeljivanju nagrade.
Composed by: Bojana Savić	Sastavio: Bojana Savić
On: November 30th, 2023	Dana: 30.11.2023.



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