

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: October 3 – October 7, 2023	Datumi: 3 Oktobar - 7. Oktobar 2023.
Prizes with the value: Prize with the value: BEO Shopping Weekend Shopping voucher Price: 100.000 RSD	Nagrade sa vrednošću: Nagrada sa vrednošću: BEO Shopping Weekend poklon vaučer Cena: 100.000 RSD
Social network: Instagram	Društvena mreža: Instagram
Other particularities of Action: Copy/Accompanying text: “Take advantage of the great opportunity to win a shopping voucher for purchases in BEO SC worth an incredible 100,000 RSD“ Mechanism of Action: Conditions: How to get a prize? 1. Follow the @beo.sc profile 2. Tag the person you are going to take shopping and write in the comment how you will use the prize *Feel free to share the post on your profile Criteria: The most interesting comment wins a prize, and we will announce the winner on October 7. The subject mechanism shall be included to the accompanying text and thus communicated to the users. The winner shall be chosen by POSH33 and Shopping Center IV. After the deadline, on October 7 (in the second part of the day), POSH33	Druge specifičnosti akcije: Copy/propratni tekst: “Iskoristi sjajnu priliku da osvojiš šoping vaučer za kupovinu u BEO SC u vrednosti od neverovatnih 100.000 RSD“ Mehanizam akcije: Uslovi učešća: Kako do nagrade? 1. Zaprati @beo.sc profil 2. Taguj osobu koju ćeš da vodiš u šoping i napiši u komentaru kako ćete iskoristiti nagradu *Slobodno objavu podeli na svoj story Kriterijum: Najzanimljiviji komentar osvaja nagradu, a porednika objavljujemo 7.oktobra. Navedeni mehanizam će biti uključen u propratni tekst i tako saopšten korisnicima. Pobednika će izabrati POSH33 i Shopping Center IV. Nakon isteka predviđenog roka, 7 Oktobra (u drugom delu dana), stručni tročlani

Interne informacije / Internal Information

Shopping Center IV

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.	žiri: Head of Accounts, Account Manager iz agencije POSH33 kao i PR&Digital Manager Shopping Centra IV će obavestiti SC IV o imenu pobjednika, a koji će organizovati kontaktiranje pobjednika 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: October 7 th , 2023	Dana: 7.10.2023.



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