

Shopping Center IV

Shopping Center IV d.o.o.

Br. 34/01-26

Datum: 13.02.2026 god.
BEOGRAD

On the basis of the Decision on organizing marketing action during 2026, hereby the particularities of Actions are being determined for:

Dates: 13-15 FEB

Prizes with the value: 1 shopping vouchers worth 5,000 RSD for consumption at BEO Shopping Center. Total value 5,000 RSD.

Social network: Instagram

Other particularities of Action:

In the period from February 13 to February 15, visitors of BEO Shopping Center will have the opportunity to take a photo with the mascot in the mall. To qualify for participation, visitors must publish the photo on their Instagram Story (or another social media platform) and tag the official profile @beoshoppingcentar. All posts that meet the requirements will enter the prize selection process. The most creative photo will win a shopping voucher in the amount of RSD 5,000, redeemable at BEO Shopping Center. The winner will be announced on February 18 via the official channels of BEO Shopping Center.

The winners will be selected by the digital agency POSH33. After the end of the specified period, on February 18, 2026 (during the second part of the day), POSH33 will inform SC IV of the names of the winners. SC IV will then organize contacting the winners and direct them to the info desk to collect their prizes. The winners will be required to sign a personal data consent statement, as information about the winners will be publicly announced.

Composed by: Jovana Stojmenović Nedejković

On: February 12th, 2026

Na osnovu Odluke o organizovanju marketinških akcija tokom 2026. godine, ovime su utvrđuju specifičnosti pojedinačne Akcije tokom:

Datumi: 13.-15.februar

Nagrade sa vrednošću: 1 šoping vaučer u iznosu od 5,000 RSD za potrošnju u BEO Shopping Centru. Ukupna vrednost 5,000 RSD

Društvena mreža: Intsagram

Druge specifičnosti akcije:

U periodu od 13. do 15. februara, posetioci BEO Shopping Centra imaju priliku da se fotografišu sa maskotom u centru.

Da bi ostvarili pravo učešća, potrebno je da fotografiju objave na svom Instagram Story-ju (ili drugoj društvenoj mreži) i taguju zvaničan profil @beoshoppingcentar.

Sve objave koje ispunjavaju uslove ulaze u izbor za nagradu.

Najkreativnija fotografija osvaja šoping vaučer u vrednosti od 5.000 RSD za kupovinu u BEO Shopping Centru.

Proглаšenje pobednika je 18. februara putem zvaničnih kanala BEO Shopping Centra

Pobednika bira digitalna agencija POSH33. Nakon isteka predviđenog roka, 18. februara 2026. godine (u drugom delu dana), POSH33 će obavestiti SC IV o imenu pobednika, koji će organizovati kontaktiranje pobednika i uputiti na info desk radi preuzimanje nagrade. Potpisivaće se izjava o podacima o ličnosti jer će se informacije o dobitniku javno objavljivati.

Sastavio: Jovana Stojmenović Nedejković

Dana: 12.2.2026.

