

WOOLWORTHS

**GET YOUR
CREATIVE
GENIUS ON.
DESIGN
A T-SHIRT
GRAPHIC THAT
CELEBRATES
SUSTAINABILITY.**

1
2
3

PICK A
SHIRT COLOUR

CREATE
A DESIGN

CHANGE
THE WORLD

**YOU COULD WIN
R25 000 WHILE BEING
AN ECO HERO**

WINNING TEES WILL BE
SELECTED BY PHARRELL WILLIAMS
& SOLD IN WOOLIES STORES
ACROSS THE COUNTRY

**CREATE
WITH
US**

#

Pharrell

WITHWOOLIES

W

WOOLWORTHS.CO.ZA/AREYOUWITHUS. Ts and Cs apply.



EVERYTHING YOU NEED TO KNOW

IN A NUTSHELL

WE ARE LAUNCHING A RANGE OF BIONIC YARN T-SHIRTS IN COLLABORATION WITH PHARRELL WILLIAMS. BIONIC YARN IS THREAD MADE FROM PLASTIC THAT POLLUTES THE PLANET'S OCEANS.

AS DESIGNERS, YOU KNOW THAT YOUR WORK CAN CHANGE THE WORLD. THAT IS WHY WE ARE TURNING TO SOUTH AFRICA'S YOUNG DESIGN TALENT TO CREATE IMPACTFUL DESIGNS THAT WILL MAKE A DIFFERENCE.

THE WINNING DESIGNS WILL RAISE AWARENESS ABOUT THE ISSUES THAT AFFECT OUR PLANET AND A SUSTAINABLE FUTURE FOR FUTURE GENERATIONS.

THE BRIEF

THEME:

Your design needs to raise awareness about any sustainability or environmental issue. Keep it simple and contemporary for maximum impact.

COLOUR:

You can choose from a base fabric of black, white or grey melange. Choose your design colours with your fabric colour in mind.

SIZE:

Must fit within the specified space on template attached.

PLACEMENT:

It needs to fit on the front panel of the shirt only.

THE WINNING DESIGNS WILL BE SCREEN PRINTED ONTO THE BIONIC YARN T-SHIRTS.





TERMS & CONDITIONS

1 Entrants must be between the ages of 15 and 25. Any entrant under the age of 18 must have the consent of a parent or guardian to enter the competition. 2 Entrants must create a design inspired by everything nature related and inspire the viewer to take care of the environment and raise awareness around sustainability. Entrants must ensure that they comply with the requirements under the paragraph above entitled "Everything you need to know to enter". 3 Each winning designer will win a once off cash prize of R25000 which shall be paid to them by no later than 3 July 2015. No other amounts, costs or royalties whatsoever shall be payable by Woolworths to the winners. 4 In order to be entered, designs must be submitted to the following email address: areyouwithus@woolworths.co.za by no later than midday on Friday, 15 May 2015. Any entries received after this will not be considered. 5 The entry should be in .PDF format and not exceed 5mb in size for submission. 6 Entrants must be able to hand over the high resolution open file(s)source files for their design if their entries are deemed to be the winners. 7 The competition selection process will be completed by no later than 20 May 2015. The winners will be notified by email or telephone within 7 days thereafter. 8 Submissions containing obscenities, hate speech or any other unacceptable content will be disqualified. 9 Woolworths reserves the right to approve or reject submissions in line with the requirements of the design challenge brief. 10 Only original works will be accepted. By entering the competition, entrants warrant that they are the sole originators of the entry and have full rights to publish all the elements contained therein. Under no circumstances may any of the designs include the intellectual property of any third party or any designs from an open source or stock image provider.

The winners agree to indemnify Woolworths against any loss, damage and/or claims that it may sustain as a result of their infringement of the intellectual property rights of any third party in the creation of their designs. Woolworths reserves the right to modify, enhance or alter the design in any manner it deems fit.

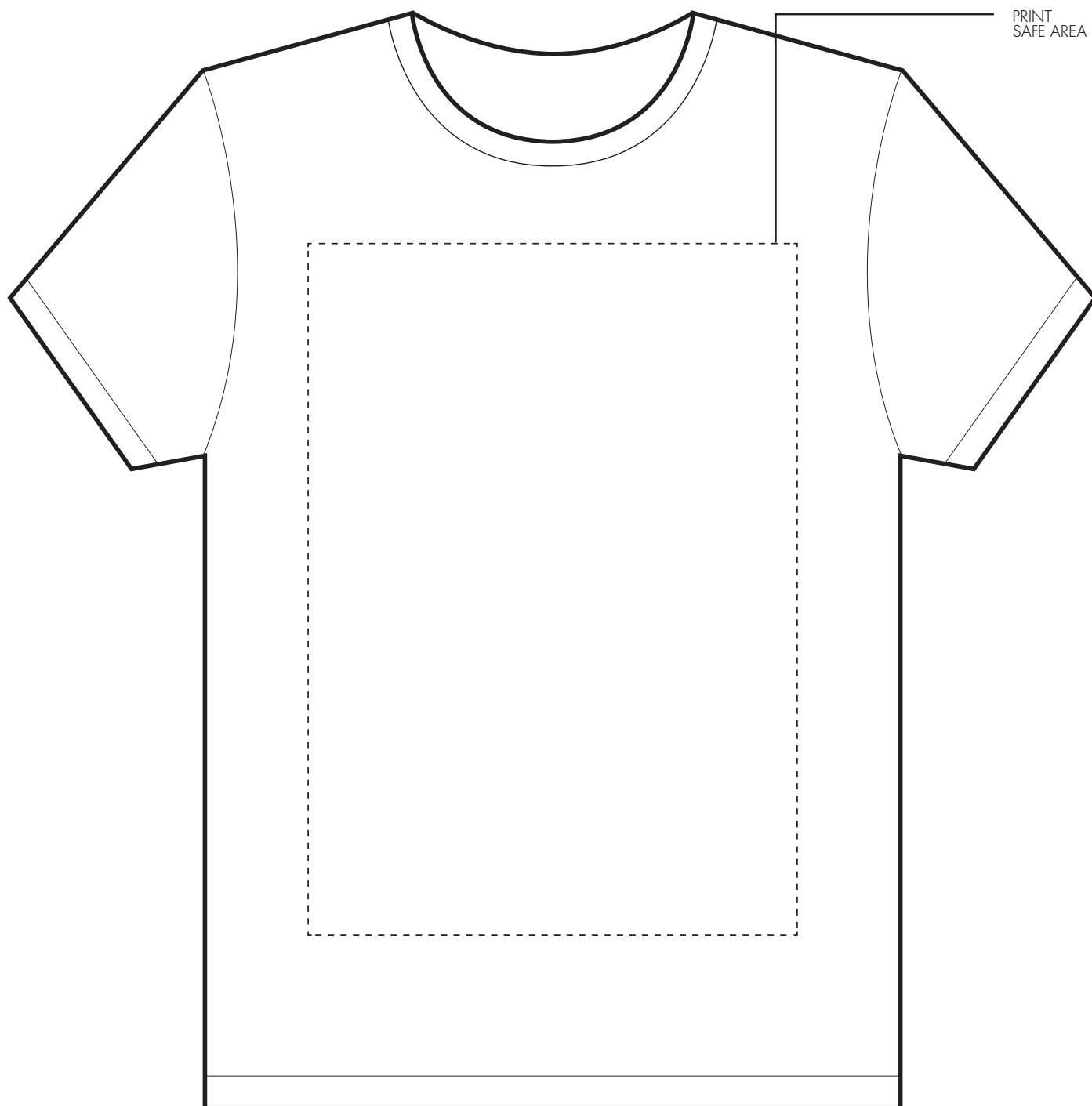
The design will be executed in a manner that is technically possible. 11 All right, title and interest (ownership) in and to the

winning designs submitted by the entrants shall be transferred to Woolworths upon payment of the prize money. The winners undertake to sign all documentation necessary to effect transfer of ownership to Woolworths in accordance with these Terms and Conditions. 12 Each entrant is limited to one (1) design only. Multiple entries are not permitted. 13 Only Electronic entries will be accepted.

14 A shortlist of entries will be compiled by a panel of industry-leading experts appointed by Woolworths. The final winners will be selected from this list by Pharrell Williams. The decision shall be final and no correspondence will be entered into. 15 Woolworths reserves the right to request high-resolution artwork of entries submitted in this design challenge for non-commercial use, such as media covering the process. 16 Woolworths reserves the right to extend the contest period. 17 Final winner/s will be chosen and announced on or before 22 May 2015 or a later date subject to change if the contest period is extended via Woolworths.co.za, social media channels (Twitter, Instagram, Pinterest, Facebook) and associated media channels and partner and affiliate sites. 18 Winning designs are final and no correspondence will be entered into. 19 The competition is not

open to Woolworth's employees or their family members, its contractors, advertising and other agencies and distributors participating in, or involved in the promotion of the competition. 20 The winners will be invited for an interview with Woolworths and any third party nominated by it and will be requested to permit his/her/their name(s) to be used for publicity and marketing purposes in any form of media. 21 In the event that any winner cannot be successfully contacted following all reasonable attempts to do so, Woolworths reserves the right to disqualify the winner from the competition and to select another winner in his or her stead. 22 By participating in the competition, the winners agree to release and hold Woolworths harmless against any and all losses, damages, rights, claims and actions of any kind in connection with this competition or resulting from acceptance and participation in the competition including, without limitation, personal injuries, death, and property damage, and claims based on publicity rights, defamation or invasion of privacy. 23 Any reference to Woolworths in these terms and conditions shall be deemed to include reference to Woolworths (Pty) Ltd and any of its holding, associated, affiliated companies and subsidiaries.

SUBMISSION FORM



PRINT
SAFE AREA

