

**Euros 2020 – Creative Advertising Competition (the “Competition”)
Terms and Conditions**

1. Entry

- 1.1. Information provided on the website located at URL www.itvmedia.co.uk (the “**Website**”) on how to enter the Competition and on the prize, form part of these terms and conditions.
- 1.2. Entry is only open to:
 - 1.2.1. residents of the United Kingdom aged 18 years or over who are employees of:
 - a) a media, advertising or creative agencies booking advertising or producing creative for advertising on ITV's platforms on behalf of an advertising client during ITV's coverage of Euro 2020 in 2021; or
 - b) brand marketing teams advertising on ITV's platforms during ITV's coverage of the Euro 2020 in 2021.
- 1.3. Entrants who are entering the Competition on behalf of a client must first have received their client's express consent.
- 1.4. All advertisements being entered for the Competition must:
 - 1.4.1. be broadcast for the first time in the UK during an ad break on a UK television channel between **0:01am on 1 May 2021 and 23:59 on 27 June 2021**, including at least one spot broadcast on ITV main channel during ITV's coverage of Euro 2020 in this period and be between 30 seconds and 120 seconds in length;
 - 1.4.2. comply with the ITV Broadcasters Standard Terms and Conditions (available [here](#)) and the STV Broadcasters Standard Terms and Conditions (available [here](#)); and
 - 1.4.3. be cleared by Clearcast Limited (Co. Reg. No. 06290241) or any other copy clearance body as may be approved by the Ofcom licensed broadcasters from time to time; and
 - 1.4.4. be emotionally engaging, entertaining and relevant in the context of Euro 2020.
- 1.5. Entries must consist of:
 - 1.5.1. a completed application form, which is available [here](#), confirming the advertiser, brand name, clock number for the advertisement; time length; and a brief description of the ad; and
 - 1.5.2. details of the client who has given consent for the advertisement to be entered into the Competition (if applicable).
- 1.6. Entries will not be accepted for:
 - 1.6.1. “Sportsbook”, betting or gambling advertisements;
 - 1.6.2. any brands that are subject to any timing restrictions for advertising copy; and
 - 1.6.3. any any competing TV channel and/or any other media which is a competitor to ITV (as determined by ITV).
- 1.7. The opening date for the Competition is on 15 February 2021 at 09:00 and the closing date and time for entries is 27 June 2021 at 23:59 (the “**Closing Date**”). Any entries received

before or after these times will be discounted. Potential entrants can register interest to enter the competition by submitting the "Register Your Interest" form available [here](#) from 9am on 5 February 2021, however a fully completed application form must be completed and submitted by the Closing Date to make a valid entry in the Competition.

- 1.8. There is no charge for entry. Only one (1) entry per brand is permitted for each brand marketing team. Media, advertising and creative agencies may enter more than once provided such entries relate to different brands. Where more than one advertisement is entered in respect of a brand, only the first advertisement will be considered as a valid entry. One (1) winner will be selected for the prize.
- 1.9. Employees and members of their immediate families (including any live-in partner) of the Promoter (see the end of these terms and conditions below for details), companies within the ITV group of companies and any of their subsidiaries and/or agencies associated with this Competition are ineligible to enter. Any such entries will be invalid.
- 1.10. Entry to the Competition signifies acceptance of these terms and conditions.

2. The Prize

- 2.1 The winning advertisement shall receive one airtime spot to be broadcast within ITV's coverage of the final of Euro 2020 (such programming may include any pre-match or post-match shows, and including regions covered by the STV Central Ofcom licence and the STV North Ofcom licence). The specific spot time will be determined at the absolute discretion of ITV.
- 2.2 Once submitted, each entry shall be tested by ITV's research partner System1 Group PLC ("**System1**"), using its AdRatings system to measure emotional responses using a panel of 150 people. The five (5) highest scoring ads will be shortlisted. A winner will then be selected by a nationally representative research panel of selected ITV viewers who have watched Euro 2020 (the "**Judging Panel**"), who will select the advertisement which, in their sole opinion is the most liked advertisement in the context of Euro 2020.
- 2.3 The System1 shortlist and the Judging Panel's decision are final and binding in all matters and no correspondence will be entered into.
- 2.4 The winner will be notified of the Judging Panel's decision by email by **7 July 2021**. The names and campaign details of the winner and the other highest scoring ads will be posted on the Website and on System1's website after the winner has been notified.
- 2.5 No cash equivalent or alternative prize will be given in the event the Promoter is unable to deliver the prize and the prize is non-transferable and non-exchangeable. However, the Promoter reserves the right to change the prize due to circumstances beyond its control.
- 2.6 In the event that a winner does not, or is unable to, comply with and meet these terms and conditions, the Promoter shall be entitled at its discretion to disqualify that winner, without any further liability to that winner.
- 2.7 ITV (acting reasonably) reserves the right to amend these terms and conditions if necessary. In this event ITV shall notify all entrants of the change and will publish the updated rules on <http://www.itvmedia.co.uk/euro-2020>.

3. Data Protection

- 3.1 Save as set out in these terms and conditions, information and data ("**Personal Data**") which is provided by entrants when they enter will be held and used by the Promoter, the ITV group and their suppliers and contractors in order to administer the competition, inform the entrant (and client if applicable) that the entry has won, and if so issuing the prize. Entrants' personal data may also be passed to relevant regulatory bodies, the police or

other authorities in the course of the investigation of any complaints or suspected unlawful activity. Aggregate, non personal data may also be used for the purpose of undertaking market research or in facilitating reviews, developments and improvements to relevant services.

- 3.2 Any personal data will only otherwise be used in accordance with the Promoter's privacy policy which can be viewed [here](#).

4. General Terms

- 4.1 The Promoter and ITV group of companies are not responsible for late, lost or delayed entries, computer hardware or software failures of any kind that may delay or restrict entry into the Competition or any network, telephone line or communication failures of any kind, or for entries that are incomplete, incorrect, inaudible, incomprehensible, or not received. Such entries will be void.
- 4.2 The Promoter reserves the right to verify the eligibility of entrants and check their identity, including contacting the advertising client to confirm that they have given permission for their advertisement to be entered into the Competition. The Promoter reserves the sole discretion to withhold delivery of the prize until such proof of eligibility and identity has been confirmed or to disqualify the entrant from the Competition.
- 4.3 The Promoter may refuse to award a prize, or seek its recovery, in the event of non-entitlement under these terms or an entrant's breach of these terms, fraud or dishonesty.
- 4.4 In the event of any fault, mistake, misunderstanding or dispute concerning the operation of any part of the Competition, the decision of the Promoter shall be final.
- 4.5 Agency commission will not be payable on the airtime value relating to the Prize.
- 4.6 The airtime spot given to the winning advertisement is excluded from any existing share or volume commitment between ITV and the advertiser or the advertiser's media agency.
- 4.7 Each entrant acknowledges that ITV reserves the right to publish the name of the winner, all entrants and relevant brands (as appropriate) and the details of the advertisements entered in the Competition on the Website, social media and in press releases and each entrant grants ITV a non-exclusive, irrevocable and royalty free licence for ITV or its agents to use, publish and reproduce the submitted advertisement or any adapted, altered or edited version of it for such purposes.
- 4.8 Nothing in these terms and conditions shall exclude or limit the Promoter's or ITV group's liability for death or personal injury caused by their staff or supplier's negligence or for fraud.
- 4.9 ITV assumes no responsibility for any damage, loss, injury or disappointment suffered by any entrant entering the Competition or as a result of accepting any prize and excludes such liability to the fullest extent permitted by law.
- 4.10 Each entrant indemnifies ITV against all actions, claims, costs, demands, proceedings, damages, charges and expenses whatsoever brought against ITV and arising in connection with any breach of these terms and conditions.
- 4.11 Entrants are advised to print and keep safe these terms and conditions.
- 4.12 These terms and conditions shall be exclusively governed by and construed in accordance with the laws of England and the entrant irrevocably submits to the exclusive jurisdiction of the courts of England and Wales.

5. Contact Details and Further Information

- 5.1. The Promoter is: ITV Broadcasting Limited, 2 Waterhouse Square, 140 Holborn, London, EC1N 2AE. Company Registration Number 955957.