



INSTAGRAM COMPETITION 2017

In conjunction with the Golden Jubilee of
His Majesty Sultan and Yang Di-Pertuan of Brunei Darussalam's
Accession to the Throne

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COMPETITION

Creates awareness on the value of money with a theme "What does 50 cents mean to you?"

DETAILS

Language: Malay or English

Category: 2 categories

- i) Photos with caption; &
- ii) Video entries

Video Duration: 15 – 20 seconds per entry (sequels not allowed)

Photo Caption: Limited to 50 words

No of Winners: 3 winners per category

Hashtag: #HMjubilimas #ambdHB50

All participants must follow AMBD Instagram @autoriti_monetari to be qualified to enter this competition

Videos must **NOT** contain any names, logos, or buildings of any commercial entities including financial institutions (e.g. banks or securities firm), or shops

There is **no limit to how many people** can work on the photo or/and video, but your entry must be submitted under one Instagram username

The entry must clearly and creatively illustrate "What does 50 cents mean to you?"

Examples of the captions are:

"Back in the 1990s, 50cents could buy me lunch, nasi and milo bungkus plastic"

"When I was younger, 50cents would be sufficient as pocket money for school."

" In the early 80s, with only 50cents, I could get a movie ticket!"

"**Atok's 50 cents.** Back in the days, before I leave for school I would see atok in his room and he would hand me 50 cents as my pocket money. As advised by Babah and Mama I would save it in a biscuit tin"

"Setiap kali aku melihat duit syiling 50 sen aku teringat akan zaman sekolah ku. Aku akan berlari ke kantin dan membeli milo ais."

Frequently Asked Questions

Who can enter?

The competition is open to local or permanent residents of Brunei Darussalam only.

When is the deadline for submissions?

Entries must be submitted by:

- Friday, 20th October 2017 for the Instagram Photo & Caption
- Friday, 3rd November 2017 for Instagram Video

How do I enter for the competition?

You may enter the competition by posting Instagram photo plus caption and/or Instagram video with both #HMjpubliemas and #ambdHB50 hashtags

What will I be judged on?

Winners will be judged based on:

	Item	Description
1.	Originality and creativity	Unique and not derivative of others' ideas. Theme is presented in original and compelling way.
2.	Viewer impact	Conveys educational message effectively especially to the public.
3.	Overall execution	Reflects thoughtful framing and composition, presenting a clear and understandable story, and is well paced and focused.
4.	Visual techniques	Visually appealing to the viewers through composition and technique, using appropriate video effects.
5.	Sound techniques	Clear, relevant and audible soundtrack, sound effects and voice over.
6.	Caption of Photo Posts	Instagram photo has to be aligned with the caption. Caption has to be clearly defining the posts.

What are the prizes?

Limited edition #ambdHB50 products.

Note: AMBD reserves the right to change the prizes without any notice.

When will winners be announced?

All winners will be announced in Instagram during the week of 30th October 2017 for the Photo & Caption Competition, and the week of 13th November 2017 for the Video Competition

How many people can work on one video?

There is no limit to how many can work on the video. However, the video must be entered under one name ONLY.

What is the maximum length of my video?

20 seconds is the maximum length of the video. For videos that exceed this, you may be disqualified.

Can I use copyrighted materials?

No copyrighted materials (music, images, etc.) may be used for this contest unless you own the copyright or have a license to use the material. Written permission must be obtained and provided upon request for all copyrighted materials. You may write your own music or use "stock" music that is included in some editing software.

Can entries be disqualified?

Yes. Entries must comply with the following:-

- Standards of Melayu Islam Beraja (MIB) and "Kenyataan Penyiaran (Tataamalan) 1998" in order to be broadcasted.
- Conditions stated in the competition details above.
- The video **must not** include any names/logos/images of any commercial entities including financial institutions (e.g. banks, insurance/ takaful companies, or securities firm), or shops.
- If there is inappropriate content, use of copyrighted materials, problems with length, or lack of the appropriate forms, we reserve the right to disqualify your entry.

Who do I contact if I have additional questions?

Contact Corporate Communications Unit, Autoriti Monetari Brunei Darussalam at corpcomms@ambd.gov.bn or +673 2388 388 if you have any questions.

What is the timeline of the competition?

The Instagram Photo and Caption Competition

6 th – 20 th October 2017	The period of the competition
Week of 23 rd October 2017	Judging Period
Week of 30 th October 2017	Winner Announcement

The Instagram Video Competition

6 th October – 3 rd November, 2017	The period of the competition
Week of 6 th November 2017	Judging Period
Week of 13 th November 2017	Winner Announcement

Terms and Conditions

1. For the purpose of this competition ONLY, you are hereby granted the permission required under Section 21 of the Currency Order, 2004, to use any image or picture of any Brunei notes or coins. Please ensure the word 'SPECIMEN' is used on any of the image or picture of the Brunei notes and coins.
2. Employees of AMBD, family members of the judges and any other person directly involved with the competition shall not be permitted to enter the competition.
3. Submissions must fully comply with all the requirements provided for in the Competition Details above, as well as "Kenyataan Penyiaran (Tataamalan) 1998".
4. All intellectual property in the submissions will remain under the ownership of the participant. However, by submitting their photo and video to the contest, participants hereby grant AMBD with a non-exclusive, royalty-free perpetual license to use and distribute the submissions.
5. There is no entry fee necessary to enter this competition.
6. Participants warrant that their submissions do not infringe any existing intellectual property right.
7. AMBD reserves the right to cancel or amend the competition and these terms and conditions without notice. Any changes to the competition will be notified to the public.
8. AMBD is not responsible for inaccurate prize details supplied to any participant by any third party connected with this competition.
9. Prizes are subject to availability and AMBD may substitute any prize without giving notice.
10. The winner will be chosen by the criteria mentioned above and will be judged by judges chosen at AMBD's discretion.
11. The winner will be notified through Instagram. If the winner cannot be contacted or does not provide RSVP within 7 days of notification, AMBD reserves the right to withdraw the prize from the winner and pick a replacement winner.
12. AMBD will notify the winner of when and where the prize will be presented.
13. AMBD's decision in respect of all matters to do with the competition shall be final and no correspondence will be entered into.
14. The winner agrees to the use of their name and image in any publicity material.
15. Entry into the competition will be deemed as acceptance of these terms and conditions.
16. This competition is in no way sponsored, endorsed or administered by, or associated with, Instagram and other media. You are providing your information to AMBD and not directly to any other party.