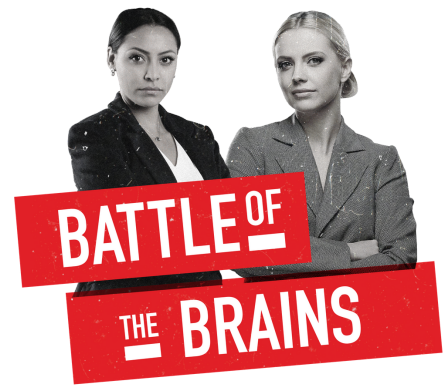




BrandPro Series Rules and Regulations

- This competition is promoted by the NZ Marketing Association, PO Box 137266, Parnell, Auckland
- Entry is open to all marketers except employees of the Marketing Association.
- Marketing Association members receive preferential entry rates.
- Overseas entries are acceptable; however only the top New Zealand based teams will be eligible to win prizes.
- The winning prize is a \$10,000 tech' package (based on recommended retail price). Products to be provided by Noel Leeming. Prizes are non-refundable and not exchangeable or redeemable for cash or store credits. A free 0800 support line from Noel Leeming will be available for the items in this package.
- Each team can have up to 4 participants
- Participants are given their score during and at the end of each workshop.
- The team with the highest Share Price Index of all the simulations run will be awarded the title of the best Brand Strategy team for New Zealand. This will be announced Friday 11th December.
- Teams must complete the challenge in ten days.
- A team can complete the five years of decisions as quickly as they like. However, decisions for each year have deadlines:
 - Decisions for year 1 – Midday, Day 4
 - Decisions for year 2 – Midday, Day 6
 - Decisions for year 3 – Midday, Day 8
 - Decisions for year 4 – Midday, Day 9
 - Decisions for year 5 – 3pm, Day 10
- If the decisions are not made by the deadlines above, then your team will return to the default setting of that year and the decisions will be run on your behalf. A warning email will be sent to team participants prior to the deadline.

BrandPro Series Rules and Regulations



- All teams will be advised of their progress after the deadline of each years' decisions.
- A top ten team ladder will be published by StopPress/Marketing and on a dedicated website on MA plus Facebook.
- The team with the highest Share Price Index of all the simulations run will be awarded the title of the Best Brand Strategy Team in New Zealand.
- The prize-winner(s) will be announced on Friday 11 September 2020.
- In the case of a tie, the winning team will be drawn from a hat. The draw will be live to the tied teams. No correspondence will be entered into the winning result.
- All participants agree to have their names published if they are in the top ten teams. The overall winners agree to have their photos published and to be interviewed on their winning strategy.
- To the fullest extent permitted by law, the Marketing Association will not be liable for any loss or damage whatsoever (including but not limited to direct or consequential loss) or for personal injury as a result of competition entry or winning any competition prize.