

## **Colgate Philippines**

### **#SMILESTRONG FOR MILLIONS PROMO 2023 MECHANICS**

#### **PROMO DURATION**

- The Promo begins on 01 JULY 2023 at 12:00 A.M. and ends on 30 SEPTEMBER 2023 at 11:59 P.M. The Organizer's computer will be the official clock of the Promo ("Promo Period"). Any entries received before or after any respective Promo Period will not be valid and will not be entered into this Promo.
- The deadline for the submission of raffle entries is on SEPTEMBER 30, 2023, 11:59PM.

#### **PROMO PARTICIPANTS**

- Residents of the Philippines who are at least eighteen (18) years old on or before the start of the Promo Period (July 1, 2023) are qualified to join the Promo.
- Employees of Colgate-Palmolive Philippines, Inc. and those of its distributors, advertising and promotional agencies (including the following: RedFuse Philippines, SOHO Philippines, Wavemaker Philippines, Y&R Philippines, Cloudwalk Digital, Inc., Lightweight Global Tech Solutions Corp., LF Logistics, Inc., Access Marketing Promotions & Solutions, Inc., MYN Group), DOH-FDA representatives and their relatives up to the 4th degree of consanguinity or affinity, are not qualified to join this promotion.

#### **PROMO DETAILS**

##### **I. BUY AND JOIN**

##### **A. HOW TO JOIN THE GRAND PRIZE RAFFLE (with Official Receipts)**

1. Participants must purchase at least One Hundred Fifty Pesos (Php150.00) worth of participating Colgate products (toothpaste, toothbrush, mouthwash, floss) from any store or Colgate distributor partner nationwide.

See full list of participating products in Annex A. For a complete list of participating stores, see Annex B.

2. Register and upload a photo of your official receipt on [www.colgatesmilestrong.com](http://www.colgatesmilestrong.com)
3. To submit an entry, the participant must submit the following details:
  - a. A photo of their BIR-registered official receipt showing a purchase of participating Colgate products worth at least P150

- i. For every P150 purchase, the participant gets one (1) promo entry.
    - ii. The higher the purchase, the more entries the participant gets! (For example: Buy P150 worth of Colgate, get 1 entry. Buy P300 worth of Colgate, get 2 entries). Maximum of 20 raffle entries per receipt.
    - iii. A receipt can only be uploaded once as proof of purchase. Reuploaded receipts shall not generate new entries.
    - iv. Date of purchase as reflected in the receipt must be between July 1, 2023 to September 30, 2023
    - v. Participants must keep the receipts as proof of purchase as it will be used for verifying the winners and is required during the claiming of prizes.
  - b. Store name
  - c. Date of purchase
  - d. Official receipt number
  - e. Peso amount of Colgate products bought
4. If the participant is submitting an entry for the first time, he/she will be required to provide the following personal information:
  - a. Complete Name
  - b. City
  - c. Age
  - d. Valid Email Address
  - e. Mobile Number
  - f. Nominated GCash Number (can receive up to P5000 GCash amount in the event that the entry wins)
  - g. Birthday

Each mobile number can be registered under one (1) email address only. Registration per mobile number and email address can only be done once, but the participant can submit multiple entries after.

5. Each submitted entry shall be subject to validation by Colgate-Palmolive and/or its partner agency.
  - a. If purchased on Shopee, Lazada, or any other e-tailer – The participant must upload a screenshot of his/her online order receipt worth at least P150. The screenshot must clearly show the Shopee Order ID, Lazada Order #, or any reference number from the order confirmation of that specific e-tailer. Only purchases marked 'Order Received' or 'Delivered' shall be considered valid.
  - b. If purchased in-store and through CP distributor partner shoppers – The photo upload of the BIR-registered official receipt must clearly show complete information including the official receipt number and total amount purchased worth at least P150.

- c. A receipt can only be used once. Succeeding entries using the same receipt will be invalidated.
  - d. No participant can win any of the grand / major raffle draw prizes more than once.
6. By providing his/her personal information to join this raffle promo, the participant agrees to our Privacy Disclaimer provided below.
7. Colgate-Palmolive reserves the right to use the name and photo of the winners in its advertising materials related to this promo, without need of prior consent of the winners. Please see Privacy Disclaimer below.

**B. HOW TO JOIN THE DAILY RAFFLE (only for Colgate Sachet Buyers)**

1. Participants must purchase any of the Colgate Sachet products (see below) from any of the participating stores and Colgate-Palmolive distributor partners. There is no minimum purchase requirement.

**Colgate Sachet products:**

- a. Colgate Fresh Confidence Cool Menthol Fresh Sachet 22g / 20g
  - b. Colgate Fresh Confidence Spicy Fresh Sachet 22g / 20g
  - c. Colgate Great Regular Flavor Sachet 24g / 22g /20g
  - d. Colgate Charcoal Clean Sachet 20g
  - e. Colgate Sensitive Sachet 20g
2. The participant must visit [www.colgatesmilestrong.com](http://www.colgatesmilestrong.com) to enter the daily prize raffle.
3. To submit an entry, the participant must submit the following details:
  - a. Mobile number
  - b. First 4 digits of Colgate product's batch code
  - c. Last 6 digits of Colgate product's barcode
4. Each 10 digit combination submitted per day gives them a chance to win a daily prize.
  - a. Each 10 digit combination can only be entered once per day, but can be resubmitted the following day.
  - b. Each 10 digit code can be submitted up to 5 times during the Promo Period by each unique user.
  - c. For bundled/promotional items, the barcodes and batch codes for the promo can be found on the individual products.

5. If the participant is submitting an entry for the first time, he/she will be required to provide the following personal information:
  - a. Complete Name
  - b. City
  - c. Gender
  - d. Age
  - e. Valid Email Address
  - f. Mobile Number
  - g. Nominated GCash Number (can receive up to P1000 GCash amount in the event that the entry wins)
  - h. Birthday
  
6. Once the code is submitted and validated, the participant will have a chance to win one of the daily prizes. They will automatically be notified if they have won or not.

**C. HOW TO JOIN THE SMILE STRONG WINSTANT PANALO**

1. Participants must purchase the bundled promo pack of Colgate from any of the participating stores and Colgate-Palmolive distributor partners.
  - a. The Smile Strong Winstant Panalo Promo Pack has the following:  
36 pieces of Colgate Fresh Confidence Spicy Fresh Sachet 20g  
12 pieces Colgate Great Regular Flavor Sachet 22g
  - b. Each bundled Smile Strong WInstant Panalo Promo pack has scratch card inside that indicates the voucher code.
  
2. The participant must visit [www.colgatesmilestrong.com](http://www.colgatesmilestrong.com) to enter the Winstant Panalo.
  
3. Each voucher code is equivalent to a Gcash Prize! To know this, the participant must enter the ff:
  - a. Name
  - b. Nominated GCash Number (can receive up to P1000 GCash amount in the event that the entry wins)
  - c. Voucher Code
  
4. Once the code is submitted, the participant will be shown the Gcash amount they have won.
  
5. Your entry (equivalent to 2 Raffle tickets) will also give you the chance to WIN in the Grand Draw.

**II. WIN**

A. FOR THE GRAND PRIZE RAFFLE (WITH RECEIPTS)

1. The participant gets a chance to win in the raffle draws when his/her entry is validated.
2. There will be one (1) electronic draw, covering grand prizes on October 16, 2023
3. Random winners will be drawn electronically, in the presence of an FDA representative.
4. Participants must keep the receipts and/or photos of their receipt as proof of purchase as it will be used for verifying the winners and is required during the claiming of grand prizes.
5. Prize taxes, if applicable, shall be shouldered by Colgate-Palmolive Philippines, Inc.
6. Prizes and no. of winners are as follows:

<b>Grand Prizes</b>	<b># of Winners</b>	<b>Prizes</b>	<b>Amount</b>
Scholarship Fund (Cash)	5	100,000	500,000
Laptop	10	50,000	500,000
Negosyo Package (Cash)	5	100,000	500,000
Motorcycle	10	50,000	500,000
<b>TOTAL WINNERS</b>	<b>30</b>	<b>TOTAL PRIZE</b>	<b>2,000,000</b>

7. Further Prize Details and Conditions
  - a. A valid entry can only have a chance to win one grand prize. No entry can win more than once.
8. All winners will be announced on the Colgate Facebook Page and Colgate Smile Strong Microsite.
9. Winners may also be announced on but not limited to any of the ff channels:
  - Online (e.g. Colgate's other social media accounts - YouTube, Twitter, Instagram etc.)
  - Colgate-produced Videos
  - Online Articles
  - Point of Purchase Materials

B. FOR THE DAILY RAFFLE

1. Each participant who submits a 10 code combination (First 4 digits of the Colgate product's batch code and last 6 digits of the product's barcode) will have the chance to win an instant daily prize.
2. The daily prize winners will be randomly selected by the website's system.
3. If the participant is randomly selected as the daily winner, they will automatically be notified via SMS and they will receive their prize through the GCash account they provided within 48 hours (The mobile number submitted upon registration should be Gcash registered) .
4. If the nominated mobile number upon registration is not GCash-registered, s/he forfeits the prize.
5. Prizes and no. of winners are as follows:

Daily Wins	# of Winners	Prizes	Amount
	15	50 gcash	750
	10	100 gcash	1,000
	5	1,000 gcash	5,000
WINNERS per DAY	30		6,750
<b>TOTAL DAILY WINNERS (92 days)</b>	2,760	<b>TOTAL PRIZE</b>	<b>621,000</b>

**C. FOR THE SMILE STRONG WINSTANT PANALO**

1. Each participant who purchased the bundled Smile Strong WINSTANT panalo promo pack will find a scratch card inside. The scratch card will have the voucher code.
2. The participant must visit [www.colgatesmilestrong.com](http://www.colgatesmilestrong.com) to enter the Winstant Panalo.
3. Each voucher code is equivalent to a Gcash Prize!
4. Once the code is submitted with the other personal details, the participant will be shown the Gcash amount they have won.
5. The winning participant will be notified via SMS and they will receive their prize through the GCash account they provided within 48 hours (The mobile number submitted upon registration should be Gcash registered).
6. If the nominated mobile number upon registration is not GCash-registered, s/he forfeits the prize.

7. Prizes and no. of winners are as follows:

# of Winners	Gcash Prizes	Amount
22,000	10	220,000
20,000	20	400,000
10,000	50	500,000
5,000	100	500,000
1500	500	750,000
1500	1000	1,500,000
60,000		3,870,000

8. Validity of the voucher codes and disbursement of gcash prize will only be until December 31, 2023

#### **WINNER NOTIFICATION & VERIFICATION PROCESS**

##### **A. FOR THE GRAND PRIZE RAFFLE (WITH RECEIPTS)**

1. Winners will be notified by our CP representatives through an email, text message, or call on their registered contact details.
2. Contacting winners on the said platforms will be implemented over a period of five (5) consecutive working days. If the grand prize winners do not respond to any of these call(s), message(s), or email(s), s/he forfeits the prize and a new winner, whose name was pre-drawn from a buffer list, will be contacted. The same verification process will be conducted for the new winner.
3. Winners will be asked to email the ff:
  - Scanned copy of a valid government ID
  - Official receipt/screenshot of order
  - Successful email registration that was submitted with the winning entry
  - Tax Identification Number (TIN)
  - Address
4. Upon confirmation of receipt of required documents, CP representatives will send the prizes via money transfer to their nominated e-wallet/ bank account.

**B. FOR THE DAILY RAFFLE**

1. If you are randomly selected as the lucky daily winner, you will automatically be notified via SMS, and will automatically receive your prize through the GCash account you provided, within 48 hours. The mobile number submitted upon registration should be GCash registered.. If the nominated mobile number upon registration is not GCash-registered, s/he forfeits the prize.

**C. FOR THE SMILE STRONG WINSTANT PANALO**

1. If you have already entered the voucher code and other personal details in the microsite, you will automatically be notified via SMS, and will automatically receive your prize through the GCash account you provided, within 48 hours. The mobile number submitted upon registration should be GCash registered.. If the nominated mobile number upon registration is not GCash-registered, s/he forfeits the prize.

**Other Terms and Conditions**

- The decision of Colgate-Palmolive Philippines, Inc., in consultation with the FDA, shall be final.
- Prizes not redeemed or claimed within the redemption period will be forfeited in favor of Colgate-Palmolive Philippines Inc. with prior approval of FDA.
- The quantities of the prizes mentioned in these mechanics are the maximum.
- Colgate-Palmolive shall be obligated to award. Colgate-Palmolive shall not be obligated to give any prize in excess prize claimants, if any.
- All non-winning raffle entries will be destroyed and disposed of thirty (30) days after the raffle duration.
- Colgate reserves the right to change the mechanics and conditions without notice, with necessary approval from FDA.

**Privacy Disclaimer**

- By joining this promotion, you consent to the collection, use, and processing of your personal information, including your name, photos, or videos, by Colgate-Palmolive Philippines, Inc. and/or its partner agencies and content providers for this promotion, its future runs or reruns, and for other future marketing activities of Colgate-Palmolive Philippines, Inc.
- Colgate-Palmolive Philippines, Inc. (to the extent that it has access to personal data) and its direct agencies and content partners responsible for the implementation of the promo, will not sell, rent, transfer or otherwise disclose personal data to any third party. For more details Colgate's Privacy Policy, visit:  
<http://www.colgate.ph/app/Colgate/PH/Corp/LegalPrivacy.cvsp#privacy>
- For clarifications, send a message to @ColgatePhilippines on Facebook.