



WARC
ideas and evidence
for marketing people

TERMS & CONDITIONS OF POPULAR VOTE AWARD IN THE WARC PRIZE FOR INNOVATION 2013

By participating in the Popular Vote in the Warc Prize for Innovation 2013, you agree to the requirements set out in all relevant promotional materials and in the following terms and conditions.

1. The Popular Vote Award is open to any entry that has been long-listed for the Warc Prize for Innovation 2013. See details of the long list of entries on www.warc.com/prize and in the Warc [press release](#) section. The Popular Vote Award is free to enter, and all long-listed entries are automatically entered into the Award by Warc, unless Warc receives instructions from an entrant to the contrary. You can ask to withdraw from the Popular Vote Award, or to have your video removed from our [Vimeo page](#) by emailing warcprize@warc.com at any time.
2. The winning entry of the Popular Vote Award will receive a trophy. No cash or other alternative prizes are available. Trophies cannot be transferred by winners.
3. The winner of the Popular Vote Award will be the entry that achieves the highest combined total number of LIKES of its video on the [Vimeo page](#) and downloads of its case study on warc.com by the deadline of **July 1, 2013**. To avoid coordinated downloading in an attempt to influence the result, Warc will count a maximum of 100 downloads from the same corporate subscriber account of any single case study entry.
4. Warc has created the Popular Vote award in good faith and we hope you will enjoy participating in it. However, Warc reserves the right to modify, suspend, cancel or terminate the Award or extend or resume the entry period or disqualify any participant at any time without giving advance notice and will do so if it cannot be guaranteed that the promotion can be carried out fairly or correctly for technical, legal or other reasons or if Warc suspects that any person has been manipulating entries or the results or has acted unethically in any other way. In the event of any dispute arising with regard to the winner of the Popular Award, Warc's decision will be final and we reserve the right not to correspond on any matter.
5. The Popular Vote Award winner or winners may be required to participate in reasonable related publicity without further payment or permission. Warc may publish first name, surname initial, and/or company and/or country of the winner.
6. If the Popular Vote Award is unclaimed after reasonable efforts have been made to contact the winner the promoter will be entitled to dispose of the Award trophy as it sees fit without any liability to the winner for doing so.
7. For any other enquiries about the Popular Vote Award please email warcprize@warc.com.