

ZOOPPA

people-powered brand energy



Brief

PEPTO MOMENTS – EAT, DRINK AND BE COVERED

Just about everyone knows what Pepto-Bismol does, knows what Pepto pink looks like, and has had a Pepto Moment. You know the moment – when you’ve enjoyed life a little too much, and need someone or something to help out, to have your back.

At Pepto, we view these moments as a time when you are really living and enjoying the spontaneity of life. Therefore, when one of these moments presents itself, we believe you should embrace the chance to enjoy a little food with friends (or perhaps even a little too much food) and forget the serious side of life. Sometimes a great experience is worth a bit of stomach trouble, particularly when you have a witty friend like Pepto to pick you up.

Your Mission

You are challenged to create a series of four or more 15-second long commercials expressing how Pepto-Bismol allows you to “eat, drink and be covered” throughout a range of those indulgent occasions when everyone indulges a little too much.

Requirements

You must include **at least four (4)** 15-second commercials in a series, uploaded as one video, that all use a similar structure and feel for the situation. This could mean you use the same actors, same voiceover style, same tone and personality etc.

You can see an example of a series of commercials we ran in Mexico, to give you an idea of what we mean, here:

Pepto Mexico - Independence Day: <http://www.youtube.com/user/ZooppaUSA#p/u/3/HTgWjsaxkv8>

Pepto Mexico – Halloween: <http://www.youtube.com/user/ZooppaUSA#p/u/2/ddyGofXwaAg>

Pepto Mexico – Christmas: <http://www.youtube.com/user/ZooppaUSA#p/u/1/drWJqpm1yPk>

Pepto Mexico - <http://www.youtube.com/user/ZooppaUSA#p/u/0/u4G6LMXwQXE>

Also consider how Mastercard’s “Priceless” or Southwest’s “It Must Be Football Season” or “Wanna Get Away” ads achieve this.

The four occasions you must include in your series of commercials are:

1. One Fall/Autumn season occasion of your choice (like Oktoberfest, sporting event, tailgating, etc.)
2. Thanksgiving
3. December Holidays (whatever holiday you want to show)
4. One additional occasion, selected from the list of “other possible occasions” below, or of your own choice

Other Possible Occasions

- New Years Eve
- St Patrick’s Day
- March Madness
- Cinco de Mayo

Ads may potentially be broadcast on national TV, so make sure all work submitted work meets HD broadcast standards.

Keep a high-resolution master version of your submission, in the event that your work is selected to air on TV.

All 15-second ads should:

- Show a Pepto-Bismol package
- Include food or drink as part of the occasion being shown
- Remind consumers that Pepto (taken after the occasion) has them covered for just about anything they eat and drink on that occasion
- Follow the brand guidelines for color palette and fonts included in the materials files
- Include the end slate provided in the materials files
- You must have any actors sign the RELEASE AGREEMENT included below, as well as in the materials files

What You Should Not Do

- Do not include any performers who are or appear to be under the age of 18 in the ad

- Do not include alcoholic beverages or anything that could be interpreted as alcohol, like umbrella drinks or wine glasses, etc. If in doubt, don't use it.
- Do not show anyone consuming Pepto-Bismol.
- Do not include any trademarked images or apparel (e.g. – a Nike swoosh on a shirt, a major league baseball team logo, etc.).

Improve Your Chances of Winning

You are encouraged to submit more than four 15-second commercials in your video submission. If you upload a video with six awesome commercials and someone else uploads a video with four awesome commercials, your chances for winning may be improved, based on the quality of the work, as judged by Pepto-Bismol's marketing team.

If you include more than four commercials in your video you may choose to use options from the "other possible occasions" section above, or come up with your own occasions in this case as well.

This competition has slightly different terms from a regular Zooppa competition:

Entrants must be 18 years or older.

Employees of Procter & Gamble, its affiliates, subsidiaries, advertising, promotion and internet agencies and their immediate family members and/or those living in the same household of each are not eligible.

Videos for this contest are permitted to be posted on the Zooppa site only.

Ownership

All material submitted, including the application, becomes the sole property of Sponsor and will not be returned. Sponsor reserve the right to: (a) use applicant's name and likeness and reproduce/distribute all entries submitted in any and all media throughout the world in perpetuity, (b) alter, amend, edit or change entries prior to distribution and (c) use, distribute, reproduce, alter, amend and copyright entries for purposes of advertising and trade without further compensation, unless prohibited by law. Entrants do not retain any ownership of or copyright in any Contest submissions.

By entering the Competition, entrants agree to release Procter & Gamble (Sponsor) from any liability, which they, their heirs, successors, assigns or any other party may make in connection with their participation. Entrants further agree to release, indemnify and hold Sponsor harmless from and against any and all losses, damages, costs and expenses (including reasonable attorneys' fees arising out of a breach of any representations and warranties), third party liabilities, demands, claims, lawsuits, allegations, fines, losses, damages (actual and consequential) of every kind and nature, known and unknown, causes of action (whether or not finally adjudicated, and including settlement thereof), penalties and forfeitures (including, without limitation, travel to and from any location used in connection with the Competition, the making, taping, production, use, editing, distribution, licensing, promoting, and/or exhibition of the application submission materials including, without limitation, any claims, actions or

lawsuits for wrongful death, negligence and/or other fault, either active or passive, personal injury, wrongful death, defamation, false light, violation of right of publicity, invasion of privacy, property damage, disclosure of embarrassing private facts, fraud, breach of contract, infringement of copyright, and negligent or intentional infliction of emotional distress), or violation of any law or the rights of a third party.

Participation in this Competition is completely voluntary and without any confidential or other relationship, fiduciary or otherwise, with Sponsor. There is no agreement between entrants and Sponsor of any kind express or implied. Participation does not make an entrant or award recipient an employee, contractor, agent, or spokesperson for Sponsor; does not constitute an inducement or endorsement by Sponsor of any activities described or depicted in the application submission materials, which entrants undertake voluntarily, knowing and accepting all risks.

To participate in this Zooppa contest, you must comply with the rules of this brief, and with the general contest rules, which can be found in the Terms and Conditions, and in the Submission Agreement. Please note that in order to win a prize, you will be required to certify in writing, via Zooppa's Copyright Clearance Form, that all content in your entry is your original work, is in the public domain, or is used with the written permission of the author or owner of the work, and does not violate the publicity or privacy rights of any person. The unlicensed use of another person's copyright, publicity or privacy rights could disqualify your contest entry. This includes the use of video, photographs, animation, still or motion graphics, music, sound effects, fonts and in some cases trademarks unless provided by the contest sponsor.

PRIZE DISTRIBUTION

Total Prizes = \$30,000

	Video	
Client Awards	1st	\$15,000
	2nd	\$6,000
	3rd	\$3,000
	4th	\$2,000
	5th	\$1,000
Zooppa Award		\$900
Community	1st	\$1,000
	2nd	\$500
	3rd	\$300
	4th	\$200
	5th	\$100

Total \$30,000

RELEASE AGREEMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, on behalf of myself, my successors, heirs, and assigns, agree to allow The Procter & Gamble Company, its affiliates, employees, and agents (collectively, "P&G"), the right to publish or make other public or internal use of any photography, audio or video recordings, and all other reproductions, (hereinafter all referred to as "Images") in which I appear without further compensation, consideration, review or consent. I hereby waive the right to inspect and approve any finished materials in which Images are used.

I agree that I will not hold P&G responsible for any liability resulting from the use of the Images. I understand that by agreeing to these terms, I release P&G from any and all legal and/or financial claims which I, my heirs, successors, assigns or any other party may make in connection with the Images. I further understand and agree that this Release applies, in perpetuity, to P&G's use of Images throughout the world in all media now known or hereafter invented, including without limitation, the Internet, images transmitted and/or stored via telephone or any other device.

Nothing in this Release shall obligate P&G to use the Images for any purpose at any time. I understand and consent that my name may or may not be associated with these Images.

These terms relate to any Images previously created or later created in connection with this Agreement, as well as to any material based upon or derived from the Images.

I certify that: a) I am over 18 years of age, have read and understood this document, and have the right to sign this Release; and b) I sign this release freely and voluntarily, understanding that it is not a condition of my employment.

Printed name: _____

Signature: _____

Date: _____