Ocean Digital *Återuppliva en begravd idé*

Terms and Conditions

1. INTRODUCTION

1.1 This Competition is owned and organised by Ocean Outdoor Sweden AB, whose registered office is Kungsgatan 48, 111 35 Stockholm.

1.2 Ocean Outdoor Sweden AB will hereinafter be referred to as “Our”,”Us” and “We”.

1.3 We reserve the right to cancel or amend the competition or these competition terms and conditions at any time without prior notice. Any changes will be communicated through the official Competition channels.

1.4 The following are the full Terms and Conditions for Ocean Outdoor’s “Återuppliva en begravd idé” Competition and are supplemental to the Website Terms and Conditions.

1.5 By submitting an entry for the Competition, you are indicating your agreement to be bound by these Terms and Conditions.

1.6 We reserve the right to disqualify your entry if we have reasonable grounds to believe that you have breached any of these Terms and Conditions.

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2. ENTRY ELIGIBILITY

2.1 To qualify to enter the Competition you must:

(a) be able to comply with all of Our Terms and Conditions;

(b) be at least 18 years old;

(c) be working directly on the client account (or as the client) you have submitted the entry on behalf of in a creative role.

You must not be:

(d) an employee, an agent or a director of Ocean Outdoor Sweden AB;

(e) an employee, an agent or a director of any associated company or subsidiaries of Ocean Outdoor Sweden AB;

2.2 The submitted creative concept must be a previously developed DOOH idea that has never been produced, published, displayed or used in any form of communication or advertising.

2.3 The concept must be suitable for Digital Out of Home (DOOH) advertising and have the potential to be brought to life on Ocean Outdoor´s digital screens.

2.4 All entries must have the necessary client approval and intellectual property rights prior to submission.

2.5 Previous participation in Ocean Digital Creative Competition (DCC) is not required. This competition is independent of DCC and is open to eligible concepts regardless of whether they have previously been entered into any competition, provided they meet the requirements set out in these Terms and Conditions.

3. COMPETITION FORMAT

3.1 The competition invites brands, agencies and creatives to submit previously unrealised DOOH concepts for the opportunity to bring one selected idea to life.

3.2 There are no entry fees for the competition.

3.3 The Competition will commence on **19th of November 2026** at **12.00am** and all entries must be submitted by **31st December 2026** at **23.59**

3.4 Any entries which are received outside the period set out in Clause 3.3 shall be refused unless an official extension has been given by Ocean Outdoor Sweden AB at its absolute discretion.

3.5 All applications to participate in the Competition must be made through the official entry form located on the website **https://oceanoutdoor.com/begravdide**

3.6 All artwork supplied must be designed to the specific product specification for the chosen sites in the competition. **No Agency logos**! Please avoid using agency branding in your submissions. Client branding in the submissions is of course ok.

– Site details and production specifications can be found on the website, **https://oceanoutdoor.com/begravdide**

3.7 To avoid disqualification, all entries **must have received client approval** prior to official entry.

3.8 All required fields of information must be completed accurately and in full for an entry to be processed through the official entry channel.

3.9 Specifically, a 500-word maximum description of the campaign concept should be included.

3.10 We shall have sole discretion regarding acceptance of your entry.

3.11 You will be asked to submit relevant personal details and detailed information about your campaign entry.

3.12 You may enter the competition as many times as you wish.

3.13 We reserve the right to change the entry deadline date at any time without giving any prior notice.

4. PRIZES

4.1 The winning entry will receive complimentary media space with a total media value of 500,000 SEK across selected digital screens within Ocean Outdoor Sweden´s network.

4.2 All prize-winning creative must be taken during **February 2027** and reflect the winning creative/idea.

4.3 There are no prize substitutions or cash alternatives, and the prizes are not transferable.

4.4 We shall have the right to decide on and substitute the prize being offered for alternative prizes without notice.

5. WINNERS

5.1 The names, agencies and brand details of the winner will be announced on our social media, published on the website www.oceanoutdoor.se and featured in Resumé.

5.2 The winner and other entries may be shown in any future marketing material by Us.

5.3 You may be requested to provide proof to Us that you have complied with these Terms and Conditions before being declared the winner.

5.4 If We notify you as a winner and you do not acknowledge such notification within 10 days from the date of notification, then We shall be entitled to withdraw your right to the prize and We shall have the right to select an alternative winner as determined by Us.

6. CAMPAIGN AND DISPLAY DISCRETION

6.1 The display by Media Owner of Advertising Copy on any Site shall be subject to any prohibitions that may be set by the relevant landlord of the Site. In the event that Advertising Copy is not able to be displayed on a Site due to such landlord prohibitions, the Media Owner shall use all reasonably commercial efforts to substitute the Site for an alternative Site in accordance with clause 3e above.

6.2 The Media Owner shall have the right to approve any Advertising Copy prior to display, and may refuse any Advertising Copy if, in its reasonable opinion, the Advertising Copy may be considered (amongst other things) offensive, obscene, blasphemous, racist, sexist, abusive, inappropriate or contrary to any advertising guidelines or regulations.

6.3 Advertiser's Use of QR Codes on Advertising Copy

a) QR Code Content Approval: Advertisers must obtain prior written approval from The Media Owner for the QR code content they wish to display on Advertising Copy.

b) Authorised Use: The use of QR codes linking to augmented reality (AR) activations on Sites is subject to prior written approval by The Media Owner. Advertisers must obtain explicit permission before implementing any AR content.

c) Functional Testing: Advertisers are responsible for thoroughly testing AR experience with the Media Owner to ensure its functionality. Testing Fee may apply.

d) Limited Content: QR code content must be directly related to the advertised product, service, or event featured on the Advertising Copy. Any unrelated or misleading content is strictly prohibited. The Media Owner reserves the right to remove any Advertising Copy that holds unapproved QR Codes.

e) No Redirects to Unauthorized Sites: QR codes must not lead to websites or content that promote illegal, harmful, or malicious activities, or that violate intellectual property rights or privacy regulations.

f) Privacy and Data Collection: Advertisers must ensure that any data collection or processing triggered by QR code scans complies with relevant privacy laws and regulations. They are responsible for obtaining necessary user consents.

g) Accuracy of Content: Advertisers are responsible for ensuring that the content linked to the QR codes is accurate, up-to-date, and relevant to the advertised offering.

h) Intellectual Property Clearance: Advertisers must have the necessary rights and permissions to use any intellectual property (such as logos, images, or trademarks) included in the QR code content.

i) Modification and Removal: The Media Owner reserves the right to modify or remove QR codes placed on Advertising Copy if their linked content violates these guidelines, or if it is determined that the content is not appropriate for display. This will be at the Media Owners sole discretion.

j) Indemnification: Advertisers agree to indemnify and hold the Media Owner harmless from any claims, damages, liabilities, or losses arising from their use of QR codes on Sites.

k) Acceptance of Terms: By submitting QR code content for display on the Media Owners Sites, advertisers acknowledge and agree to adhere to these terms and conditions.

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7. FINAL DECISION

7.1 In all matters Our decision will be final and no correspondence or discussion shall be entered into with you or any other party on your behalf regarding the process or details of such decision.

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8. INTELLECTUAL PROPERTY

8.1 All intellectual property rights subsisting in the Competition and its content, is either owned by Us or licensed to Us. You may not reproduce any materials without Our express prior written consent nor do or attempt to do anything which infringes such intellectual property rights or any intellectual property rights licensed to Us by a third party including, but not limited to, seeking to identify the source code for the Competition.

8.2 Entries may also be featured on the oceanoutdoor.se website and affiliates sites or within case studies that may be featured in the public domain.

8.3 Ocean Outdoor require the winner to release data that highlights the effect of the free campaign delivered as a part of the prize. This can come in the form of website uplift figures, unit sales data and client testimonials.

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9. LIMITATION OF LIABILITY

9.1 Nothing in these Terms and Conditions shall exclude or limit Our liability:

(a) for death or personal injury resulting from Our negligence

(b) for fraudulent misrepresentation; or

(c) to the extent that liability cannot by law be excluded or limited.

9.2 Subject always to clause 9.1:

(a) the Competition is provided on an “as is” and “as available” basis without any representation or endorsement. All warranties, conditions and guarantees relating to the Competition by Us or on Our behalf, whether express or implied by law, statute, course of dealing or otherwise, including but not limited to, implied warranties of satisfactory quality, fitness for a particular purpose, non-infringement, compatibility, security, accuracy, condition or completeness are excluded to the maximum extent permitted by law; and

(b) We will not be liable to you, in contract, tort (including, without limitation, negligence) or otherwise in connection with the Competition for:

(i) loss of revenues, profits, contracts, business or anticipated savings or loss of data; or

(ii) any loss of goodwill or reputation; or

(iii) any special or indirect or consequential losses.

(c) Although We have made all reasonable efforts to ensure that the Website is free from viruses and other damaging components, we cannot guarantee this. Neither can We guarantee that use of the Website will be uninterrupted, timely, secure and / or error-free.

(d) We take no responsibility for entries lost or delayed in transmission whether by email or otherwise. We have no responsibility for damage or loss resulting from misdirected or incomplete entries arising from computable functions, viruses, bugs or other causes outside its control.

(e) Except in relation to death or personal injury caused by Our negligence or for fraudulent misrepresentation (in which cases Our liability to You will be unlimited) our liability to You shall be limited to 10 000 SEK.

(f) In any event, We will not be liable for any damages or losses whether direct or indirect that You may suffer as a result of failure by us to deliver the Competition (including, but not limited to, as a result of a server failure), including but not limited to access delays or interruptions, data non-delivery or mis-delivery, any acts of God, war or terrorism, breaches of security or unauthorized use of personal data arising from hacking and / or failure or lack of reception of telephone or mobile telephone networks. The exclusion set out in this paragraph shall apply even in the event that the loss or damage suffered by You was or should have been foreseen by Us and / or You told Us of the risk of You suffering the loss or damage in question.

(g) We are not responsible for any websites which You may visit via hyperlinks provided on the Website and You visit and carry out transactions on such websites entirely at Your own risk.

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10. YOUR LIABILITY TO US AND YOUR STATUTORY RIGHTS

10.1 You agree to fully indemnify Us in respect of all liabilities, damages, claims, actions, expenses, demands or costs incurred by Us due to your misuse of the Website or any breach by You of Our Terms and Conditions.

10.2 Nothing contained in Our Terms and Conditions shall affect any statutory rights which You may be entitled to as a consumer.

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11. YOUR DATA

11.1 Your personal data will be used solely in accordance with the current data protection legislation.

11.2 By entering this competition, you may be contacted by Us in the future.

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12. GOVERNING LAW

12.1 These Terms and Conditions are governed by and construed in accordance with Swedish Law and shall be subject to the non-exclusive jurisdiction of the Swedish Courts.

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13. ENQUIRIES

13.1 For all enquiries, comments, feedback or further information please contact:

ava.nazary@oceanoutdoor.se

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