

## Mister Sweet Want More Competition Score Cards

Criteria	Description	Score (Out of 5)	Comments
Eligibility	<p>Entrant must meet all basic requirements to qualify:</p> <ul style="list-style-type: none"> <li>Follows the official @mistersweetsa account on Instagram, <a href="#">Facebook</a> or <a href="#">TikTok</a></li> <li>Tags @mistersweetsa in their content posted on Instagram, <a href="#">Facebook</a> or <a href="#">TikTok</a></li> <li>Includes the official campaign hashtag <b>#WantMore</b></li> </ul>	N/A	Note: This is a requirement for the entry but will not receive a score. Submissions missing any of these elements will be disqualified.
Use of Colour	How bold, vibrant, and aligned the colour palette is with the <b>Mister Sweet brand</b> . Entries should pop visually and evoke the fun, expressive energy of the product. Bonus for creative colour grading or standout styling that makes the content scroll-stopping.		
Creativity in the Activity	How inventive and visually fun the moment of <b>eating, sharing, or experiencing the sweet</b> is. Is the consumption shown in a way that's unexpected, theatrical, or delightfully exaggerated?		
Film & Pack Visibility	Evaluates the <b>filming technique</b> (angles, transitions, storytelling, editing) and how clearly the <b>Mister Sweet pack is featured</b> . Is the product well-framed and celebrated visually as the hero of the video?		

### Acceptable Content and Disqualification

Participants must post a creative video to Instagram showing a fun activity or moment of consumption of the Goods, and clear visibility of the product pack. While creativity is encouraged, all entries must adhere to the following guidelines:

- **No promotion, depiction, or encouragement of illegal, unsafe, or reckless behaviour.** This includes (but is not limited to) the use of the product while driving or operating machinery, consumption in unsafe environments, or any behaviour that could endanger the participant or others.
- **No inclusion of alcohol or alcoholic beverages** in the video or in association with the Goods. While we cannot prohibit individuals over the legal drinking age from using the Goods in combination with alcohol in their personal capacity, videos that include such content will **not** be eligible to win and may be disqualified at our sole discretion.
- **No depiction of any activity that could reasonably be considered offensive, inappropriate, dangerous, or in violation of any law or regulation.**

We reserve the right to disqualify, at our sole and absolute discretion, any entry that we deem to be unsafe, illegal, inappropriate, or inconsistent with the spirit and intent of the competition.