

FAIRPRICE GROUP “A LITTLE BETTER” FILM CONTEST 2025 TERMS AND CONDITIONS

The “A Little Better” Film Contest (“Contest”) is organised by NTUC FairPrice Co-operative Ltd (“FairPrice Group” or “FPG”) on its website (“Platform”). By participating in the Contest, participants agree to these Terms and Conditions, in addition to any applicable terms of use found on the Platform. Please read these Terms and Conditions carefully to ensure your entry is valid.

1. SUBMISSION CATEGORIES

1.1 Tertiary Student Category: Open to students (age 18 and above) currently enrolled on a full-time basis in local tertiary institutions in Singapore (e.g., universities, polytechnics, junior colleges), with a valid student pass.

1.2 Open Category: Open to all Singapore residents with eligible Identification Documents, except employees of FairPrice Group.

1.3 For all categories, proof of identity may be required for verification and must be produced upon request.

2. HOW TO ENTER & CONTEST CRITERIA

2.1 Contest Period: The Contest runs from 1300 hrs (GMT +8) on April 02, 2025 (the “Opening Date”) to 2359 hrs (GMT +8) on June 02, 2025 (the “Closing Date”). FairPrice Group reserves the right to alter the participating period.

2.2 Submission Method: All Submissions (“Submissions”, “Entries” or “Films”) must be submitted via the online submission form on our landing page at go.fpg.sg/a-little-better-film-contest no later than 2359 hrs (GMT +8) on the Closing Date. Entries received after the Closing Date are automatically disqualified. Any other forms of submission will not be accepted.

2.3 Originality and Copyright: Each submission must be an original work and must not infringe upon the copyrights, trademarks or other intellectual properties of any person or entity. Participants shall indemnify FairPrice Group against any claims or allegations of infringement of intellectual property rights with respect to the use of the Submissions by FairPrice Group in accordance with these Terms and Conditions.

2.4 AI Policy: Submissions must not rely on generative AI models for the creation of the film. Any use of AI should be limited to minor post-processing enhancements that do not alter the originality of the content.

2.5 Content Restrictions: Submissions must not contain obscene or pornographic material, threatening or defamatory statements about any person, company, organisation or entity, invade privacy or other rights of any person, company or entity, or violate applicable laws and regulations.

2.6 Entry Limit:

- Films can be worked on individually or in teams
- A key contact person must be appointed and indicated on the entry form
- Each individual is permitted to submit only one entry under their name

2.7 Required Submission Format:

- Format: .mov or .mp4
- Aspect Ratio: 16:9 or 9:16
- Resolution: 1920×1080 or 1080x1920
- Frame Rate: 24 or 25 FPS only
- Audio: Stereo Channels, AAC codec, 48kHz sample rate
- Duration: 1 - 4 mins
- Maximum File Size: 1GB

Additional and only upon request by FairPrice Group: Screenshots and production stills of the Films

2.8 Group Entries: For group Entries, assign a group name and use it in the submission process.

2.9 File Naming Convention: All Submissions must adhere to the following file naming convention: “<Film Title>_<Participant Full Name or Group Name>”

For example:

“ABC_AliceLee”

“DEF_TheCrafters”

“XYZ_LeeKaiMing”

2.10 Mandatory Elements: Each Submission must incorporate the following elements:

- **Food:** Include food (cooked, uncooked, packaged, or grocery shopping) as an integral part of the storyline
- **Phrase:** Include the phrase "a little better" in the script

2.11 Language Requirement: All Films must primarily be in one of Singapore's four official languages (English, Chinese, Malay, or Tamil). Local dialects and other languages may also be used where appropriate, provided that English subtitles are included for any non-English dialogue.

2.12 Fees/Payment: No entry fees are required.

2.13 Contest Phases:

The key contest phases are as follows:

- Call for Submission: April 02, 2025, to June 02, 2025
- Announcement of Finalists: June 16, 2025
- Community Voting: June 16, 2025, to June 25, 2025
- Announcement of Winners: July 02, 2025

3. PRIZES AND AWARDS

3.1 Awards: Prizes will be awarded to the top 3 Films of each category. Additionally, there will also be an Audience Choice Award in each category.

3.2 Eligibility: Each participant is eligible to win only one of the top 3 prizes, as determined by the judging panel.

3.3 Audience Choice Award: This will be determined by popular vote among the shortlisted Films in the final judging round.

3.4 Prizes for the Tertiary Student Category:

1st	Total value: \$6000 \$3000 NETS Prepaid Cards \$3000 FairPrice Group E-Vouchers
2nd	Total value: \$4000 \$2000 NETS Prepaid Cards \$2000 FairPrice Group E-Vouchers
3rd	Total value: \$2000 \$1000 NETS Prepaid Cards \$1000 FairPrice Group E-Vouchers
Audience Choice	\$500 FairPrice Group E-Vouchers

3.5 Prizes for the Open Category:

1st	Total value: \$10000 \$7000 NETS Prepaid Cards \$3000 FairPrice Group E-Vouchers
2nd	Total value: \$5000 \$3000 NETS Prepaid Cards \$2000 FairPrice Group E-Vouchers
3rd	Total value: \$2000 \$1000 NETS Prepaid Cards \$1000 FairPrice Group E-Vouchers
Audience Choice	\$500 FairPrice Group E-Vouchers

3.6 Notification: Only participants of the winning Films will be contacted. Finalists and winners will be announced on June 16, 2025 and July 02, 2025 respectively. All announcements will be made on our landing page at <go.fpg.sg/a-little-better-film-contest> and winners will be notified via email. Winners must complete the provided Google form with their full name and contact number by the specified deadline to receive prize collection details.

3.7 Final Decision: FairPrice Group's decision on all matters relating to or in connection with the Contest shall be final and binding. FairPrice Group shall not be obliged to enter into any correspondence with any participant on any matter relating to the Contest.

3.8 Forfeiture: If a winner does not respond within 3 working days of being contacted via email, FairPrice Group reserves the right to disqualify them, forfeit their prize, and/or select an alternative winner.

3.9 Prize Conditions: All prizes are non-refundable, non-transferable, and non-exchangeable. Prizes not claimed by the stipulated deadline will be forfeited.

3.10 Additional information: For more details on the NETS Prepaid Card, visit <<https://www.nets.com.sg/nets/for-you/nets-prepaid-card>>. For information on FairPrice Group E-Vouchers, visit <<https://www.gift.fairprice.com.sg/>>.

4. JUDGING CRITERIA

4.1 Evaluation Criteria: Submitted Films will be evaluated based on the following criteria:

Relevance (40%)	Creativity (30%)	Technical Execution (30%)
<p><i>Strong connection and relevance to the “A Little Better” contest theme.</i></p>	<p><i>Use of creative storytelling to communicate ideas and mandatory elements.</i></p>	<p><i>Execution of techniques, including the quality of videography, visuals, sound, and editing.</i></p>
<p>The submission should demonstrate how the concept of improvement or making things “a little better” is explored through the story or characters.</p>	<p>Participants are encouraged to adopt creative and innovative storytelling approaches to convey their ideas effectively. This may include experimenting with diverse filming styles, unique perspectives, or alternative formats, as long as key mandatory elements are incorporated.</p> <p>Techniques such as visually compelling imagery, engaging dialogue, impactful music, or silent storytelling may be utilised to present ideas imaginatively.</p>	<p>The technical aspects should enhance the storytelling, with clear attention to lighting, framing and sound.</p> <p>Extra points may be given for innovative and creative approaches.</p>

4.2 Final Decision: The judging panel’s decisions are final and are not subject to appeal in any way.

5. PUBLICITY AND PROMOTION

5.1 Copyright: The copyright and any equivalent rights to the submitted Films will remain with the participant. However, by entering this Contest, you grant FairPrice Group a perpetual and irrevocable license to use, republish, edit and/or modify the Films, in whole or in part, for administering and promoting the Contest, supporting FairPrice Group's business, and for any other purposes deemed appropriate by FairPrice Group (including for commercial interests, as outlined below), in any form, through any media, and worldwide. FairPrice Group will retain the rights as outlined in the terms below.

- Show the Films to live audiences and on online platforms
- Screen the Films on the FairPrice Group website, in-store digital screens, social media platforms including, but not limited to: Facebook, Instagram, TikTok, and Xiaohongshu
- Resize or reformat the Films for optimal viewing on platforms, but not limited to: Facebook, Instagram, TikTok, and Xiaohongshu
- Reproduce and include clips of the Films to promote the Contest and FairPrice Group business

The participant represents and warrants that all elements contained in the Films are original to them or fully cleared for use as contemplated herein, and shall not require FairPrice Group to pay or incur any sums to any person or entity as a result of FairPrice Group's use or exploitation of the same.

5.2 Use of Names and Likeness: Participation in the Contest constitutes permission for FairPrice Group, along with its advertising and promotional agencies to use any of the winner's names and/or likeness for advertising and promotional purposes without further notification, remuneration or compensation to the winner, unless prohibited by law.

5.3 Publication of Results: By participating in this Contest, the winning Participants grant FairPrice Group the right to publish the results of the Contest and Prizes, and disclose and publish their information (including name) across any media or platform that FairPrice Group deems appropriate.

6. GENERAL

6.1 Screening of Entries: All participating Entries will be screened to ensure they comply with the instructed rules. Should FairPrice Group identify any explicit, unrelated, or unsuitable content, the entry will be immediately disqualified.

6.2 Limitation of Liability: FairPrice Group shall not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death arising (whether due to negligence or otherwise) in connection with the Contest or the acceptance or use of any prize, except for any liability that cannot be

excluded by law, in which case such liability will be limited to the minimum amount required by law.

6.3 Copyright Responsibility: Participants are responsible for ensuring that all copyrights in their submitted Entries are cleared for the uses described in these Terms and Conditions.

6.4 Duplicate Video Submissions: Duplicate video Submissions are not permitted. If the same video is submitted under multiple Entries, only the first entry will be eligible for the contest. Subsequent Entries featuring the same video will not be considered, and participants will not be recognised as primary authors or eligible for prizes.

6.5 Technical Issues: Participants are fully responsible for any technical issues with their submitted Entries. If there are any issues with the submission process, please reach out to go.fpg.sg/helpcentre for assistance.

6.6 Personal Data: By participating in the Contest, participants understand and agree that their personal data – including name, identification, images (such as photographs), and voice recordings – may be collected, used, disclosed and/or transferred by FairPrice Group or its related or affiliated co-operatives and organisations for the purposes related to conducting and administering the Contest. This may include publicity and use in advertisements across all media without further notification, remuneration or compensation to the participant.

Please refer to the terms featured on FairPrice Group's Privacy Policy:

<https://help.fairprice.com.sg/hc/en-us/articles/4464676591129-Privacy-Notice->

6.6 Final Note: FairPrice Group reserves the right to make changes to the Terms and Conditions of the Contest without any prior notice. By participating in this Contest, participants agree to abide by all rules and regulations set forth in these Terms and Conditions.