

Based on the Decision on organizing marketing action during 2024, hereby the particularities of Actions are being determined for:	Na osnovu Odluke o organizovanju marketinških akcija tokom 2024. godine, ovime su utvrđuju specifičnosti pojedinačne Akcije tokom:
Dates: 19 th December– 26 th December, 2024	Datumi: 19. decembar - 26. decembar 2024. godine
Prizes with the value: 1x Winter Holiday Train, symbolic value, under 10,000 RSD 1x Ballerina Scene with Nutcracker, symbolic value, under 10,000 RSD 1x Christmas Picture Frame, symbolic value, under 5,000 RSD	Nagrade sa vrednošću: 1x Zimski praznični voz, simbolične vrednosti, ispod 10.000RSD 1x Scena balerine sa krckom oraščićem, simbolične vrednosti, ispod 10.000RSD 1x Božićni ram za slike, simbolične vrednosti, ispod 5.000RSD
Social network: Instagram	Društvena mreža: Instagram
Other particularities of Action: Action name: New Year's giveaway with Lego Store Mechanism of action: Conditions of participation: 1. The user will follow the UŠĆE Shopping Center page on the social network Instagram (profile @uscsc), 2. In the comment below the announcement about giveaway in static format, the user mention one person (profile) and states which holiday moment from their childhood he/she/they would turn into a holiday set and why.	Druge specifičnosti akcije: Naziv akcije: Novogodišnje darivanje sa Lego Store-om Mehanizam akcije: Uslovi učešća: 1. Korisnik će zapratiti UŠĆE Shopping Centar stranice na društvenoj mreži Instagram (profil @uscsc), 2. Korisnik u komentaru ispod objave o darivanju u statičnom formatu taguje jednu osobu(profil) i navodi koji praznični trenutak iz detinjstva bi pretvorio/la u praznični set i zašto.

<p>Criterion: The first-place prize, the Winter Holiday Train, will be awarded to one participant with the most creative answer.</p> <p>The second-place prize, the Ballerina Scene with the Nutcracker, will be awarded to one participant with the second-most creative answer.</p> <p>The third-place prize, the Christmas Picture Frame, will be awarded to one participant with the third-most creative answer. The assigned prizes can be collected at the UŠĆE Shopping Center, it cannot be sent by the post office.</p> <p>The award winners will be selected no later than 27th December 2024.</p> <p>The subject mechanism shall be included to the accompanying text and thus communicated to the users.</p>	<p>Kriterijum: Nagradu za prvo mesto, Zimski praznični voz, osvaja jedan učesnik sa najkreativnijim odgovorom.</p> <p>Nagradu za drugo mesto, Scena balerine sa krckom oraščićem, osvaja jedan učesnik sa drugorangiranim najkreativnijim odgovorom.</p> <p>Nagradu za treće rangirano mesto, Božićni ram za slike, osvaja jedan učesnik sa trećerangiranim najkreativnijim odgovorom.</p> <p>Dodeljeni proizvodi se preuzimaju u UŠĆE Shopping Centru, slanje poštom nije moguće.</p> <p>Dobitnici nagrade će biti odabrani najkasnije 27. decembra 2024. godine.</p> <p>Navedeni mehanizam će biti uključen u propratni tekst i tako saopšten korisnicima.</p>
<p>The winner will be chosen by a panel consisting of:</p> <ul style="list-style-type: none"> - Ljiljana Malenović - Milica Marinković - Vukašin Stojanović <p>Agency POSH33 will organise contacting the winners through the Instagram account. The prize can be collected at the information desk of UŠĆE Shopping Center upon presentation of the award notification message, and an ID card (in the case of underage winners, the ID card of a parent or guardian). The winner is required to sign a personal data statement and a prize receipt confirmation (for underage winners, the parent or guardian must sign), otherwise, the prize will not be awarded.</p>	<p>Pobednika će izabrati žiri koji čine:</p> <ul style="list-style-type: none"> -Ljiljana Malenović -Milica Marinković -Vukašin Stojanović <p>Agencija POSH 33 će organizovati kontaktiranje pobednika putem Instagram stranice. Preuzimanje nagrade će se vršiti na infopultu UŠĆE Shopping Center uz prezentovanje poruke o dodeli nagrade i lične karte (u slučaju maloletnih dobitnika, ličnu kartu prezentuju roditelj ili staratelj). Dobitnik je dužan da potpiše izjavu o podacima o ličnosti i potvrdu o preuzimanju nagrade (u slučaju maloletnih dobitnika, izjavu i potvrdu potpisuju roditelj ili staratelj), u suprotnom dobitniku neće biti omogućena dodela nagrade.</p>
<p>Composed by: Milica Marinković</p> <p>On: 19th December, 2024</p>	<p>Sastavio: Milica Marinković</p> <p>Dana: 19.12.2024.</p>



Official stamp: UŠĆE SHOPPING CENTER, BEograd