

Based on the Decision on organizing marketing action during 2026, hereby the particularities of Action are being determined for:	Na osnovu Odluke o organizovanju marketinških akcija tokom 2026. godine, ovime su utvrđuju specifičnosti pojedinačne Akcije tokom:
Dates: 6 th February– 8 th February, 2025	Datumi: 6. februar - 8. februar 2025. godine
Prizes with the value: 15x2 tickets in total for the screening of the movie Svadba on February 6 th 2026, February 7 th 2026 and February 8 th 2026, whereby for each of stated dates the only available term is at 8 PM, at Cineplexx cinema in Ušće Shopping Center, total prize value 13.200.00 RSD, prize value per winner 1,560.00 RSD.	Nagrade sa vrednošću: 15x2 ulaznice ukupno, za projekciju filma Svadba 6.februara 2026.godine, 7.februara 2026.godine i 8.februara 2026.godine, pri čemu je za svaki od navedenih datuma dostupan isključivo termin u 20h, u Cineplexx bioskopu u Ušće Shopping Centru, ukupna vrednost nagrada 13.200,00 RSD, pojedinačna vrednost nagrade po dobitniku 1.560,00 RSD.
Social network: Instagram	Društvena mreža: Instagram
Other particularities of Action:	Druge specifičnosti akcije:
Action name: Best man speech Mechanism of action: Conditions of participation: 1. The user will follow the UŠĆE Shopping Center page on the social network Instagram (profile @uscsc), and Cineplexx (profile @cineplexxrs) 2. In the comment below the announcement about giveaway in static format, the user mention one person (profile) and states if he or she was a best man on the wedding, what speech would they gave. Criterion: The prize will be won by the fifteen most creative answers, 1x2 tickets each. The assigned	Naziv akcije: Kumov govor Mehanizam akcije: Uslovi učešća: 1. Korisnik će zapratiti UŠĆE Shopping Centar stranice na društvenoj mreži Instagram (profil @uscsc), i Cineplexx (profil @cineplexxrs) 2. Korisnik u komentaru ispod objave o darivanju u statičnom formatu taguje jednu osobu(profil) i navodi da je on/ona kum/kuma na svadbi, kakav bi dao/la govor. Kriterijum: Nagradu osvaja 15 najkreativnijih odgovora, 1x2 ulaznice svako.

<p>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 6th February 2026 for the projection on the February 6th, February 7th for the projection on the 7th, and February 8th for the projection on the 8th.</p> <p>The subject mechanism shall be included to the accompanying text and thus communicated to the users.</p>	<p>Dodeljeni proizvodi se preuzimaju u UŠĆE Shopping Centru, slanje poštom nije moguće.</p> <p>Dobitnici nagrade će biti odabrani najkasnije 6. februara 2026. godine za projekciju šestog, sedmog februara za projekciju sedmog februara i osmog februara za projekciju osmog februara 2026.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"> - Srđan Marković - Jana Babović - Vukašin Stojanović <p>Agency POSH33 will organise contacting the winners through the Instagram account. The prize can be collected at the to the Cineplexx cinema box office at Ušće Shopping Center, where the winner's details will be delivered 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"> -Srđan Marković -Jana Babović -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: Srđan Marković</p>	<p>Sastavio: Srđan Marković</p>
<p>On: February 5th, 2026</p>	<p>Dana: 05.02.2026.</p>