

ReWorded Birthday Brand Giveaway Terms and Conditions

Promoter

The promoter is ReWorded (ABN [insert ABN if you want to include it]), referred to as "ReWorded", "we", "our" or "us".

Eligibility

Entry is open to Australian residents aged 18 years or over.

Employees, contractors and immediate family members of ReWorded are not eligible to enter.

Entry period

Entries open on 29 November at 12:00 am (AEST).

Entries close on 5 December at 11:59 pm (AEST).

Entries received outside this period will not be accepted.

How to enter

To enter the giveaway, entrants must complete both of the following steps during the entry period:

a) On Instagram:

Follow @reworded

Like the giveaway post

Comment on the post responding to the prompt in the caption

Tag at least one other Instagram account in the comment

b) On the ReWorded website:

Visit the link in bio and complete the entry form

Provide your name, email address and Instagram handle

Answer the giveaway question in the story field (for example, "Share where you are at with your business and why winning this brand build would genuinely change things for you").

Only entries that complete both the Instagram and website steps in full will be considered.
No purchase is necessary to enter.

Nature of competition

This is a game of skill.

Chance does not play any part in determining the winner.

Each valid entry will be judged on its written answer to the giveaway question, using criteria such as:

Clarity

Creativity and originality

How strongly the answer shows that the prize will make a meaningful impact on the entrant's business or idea.

Prize

One winner will receive a ReWorded brand build valued at approximately AUD \$7,950.

The prize includes:

Competitor and market fit review

Brand voice foundations

Logo suite (primary logo, submark, wordmark, brand element)

Colour palette

Typography selection

A small set of brand mockups to show the brand in context

The exact scope, number of concepts and number of revision rounds will be set out in a simple project agreement between ReWorded and the winner before work begins.

The prize is not transferable, exchangeable or redeemable for cash or any other services.

ReWorded may, at its discretion, offer a smaller secondary prize to one or more runners up, but is not obliged to do so.

Judging and selection of winner

Judging will take place after entries close.

Eligible entries will be reviewed by ReWorded, and one winner will be selected based on the criteria outlined in section 5.

The judging panel will consist of the ReWorded founder and/or selected team members.

The judges' decision is final and no correspondence will be entered into regarding the result.

Winner announcement and contact

The winner will be announced live on Instagram on 7 December at 11:11 am (AEST).

During the live announcement, ReWorded may attempt to contact the winner in real time using the details provided, including a live call where possible.

The winner will also be notified by email using the address supplied on the entry form.

If the winner does not respond within 72 hours of email notification, ReWorded reserves the right to select a new winner from the remaining eligible entries, using the same judging criteria.

Project timing and case study use

The winner agrees to start the brand project within 3 months of being notified, unless otherwise agreed in writing.

By entering, entrants acknowledge that, if they win, they must be happy for the process and final brand to be shared publicly as a ReWorded case study. This may include use on the ReWorded website, social media channels, email marketing and other promotional materials.

The winner agrees to participate in reasonable marketing activity related to the giveaway, such as providing a testimonial or short feedback, at no additional cost.

General conditions

ReWorded reserves the right to verify the validity of entries and to disqualify any entrant who submits an entry that is incomplete, inaccurate, misleading, offensive or otherwise not in line with these terms.

ReWorded is not responsible for any technical issues that cause an entry to be lost, late or not properly submitted, including issues with internet outages, software, devices or third party platforms.

If the giveaway cannot be run as planned, including due to fraud, technical problems or any cause beyond ReWorded's control, ReWorded may cancel, suspend or amend the giveaway where permitted by law.

By entering, entrants agree to receive emails related to the administration of this giveaway. Entrants may also choose to opt in to receive other ReWorded news and marketing communications and can unsubscribe at any time.

Privacy

Personal information collected from entrants will be used to run the giveaway, contact the winner and, where consent is given, to send ReWorded news and marketing.

ReWorded will handle personal information in line with its Privacy Policy, available at [\[link to your privacy policy\]](#).

Instagram

This giveaway is in no way sponsored, endorsed, administered by or associated with Instagram.

By entering, entrants release Instagram from any responsibility related to the giveaway and agree to comply with Instagram's terms of use.