



## **Caffè for Poems free coffee reward guidelines, FAQ's and T&C's**

### **Guidelines:**

- Only original content will be accepted as a qualifying entry (no plagiarism)
- Poems must be suitable for young audiences. (Excessive violence, sexually explicit content, explicit language and/or degrading language to any group of people is forbidden)
- Entry poems must not have been previously published
- The poem should have a word count of between 50 & 200 words
- This campaign is only valid in South Africa and poems may be submitted in any of the official South African languages
- There is no limit to entries, however the maximum allocation of rewards per person is 3.
- Copyright remains with the author of the work. The organisers reserve the right to use the work for the purposes of the campaign

### **T&C's:**

#### **1. How to enter?**

- Step 1
  - Write a poem about anything you want to express
- Step 2
  - Submit your poem by taking a photo of your handwritten poem or use one of our templates and post it on your social media, tagging the official vida, Hear My Voice & Retail Capital pages, along with the hashtag #vidaforpoems
- Step 3
  - We reward you with a free caffè voucher loaded on your vida app.

#### **2. What qualifies as a successful entry?**

- Only original content will be accepted. Any original poem, written out by hand, typed out, or displayed in a legible format, on any surface (paper, social media campaign templates, serviette, wall, etc), which is then captured in image or video form and uploaded to social media, following all the guidelines for sharing & tagging the brands, will be deemed a successful entry.

#### **3. What qualifies as an unsuccessful entry?**

- Any plagiarised content will not be accepted. Any content using profanities, racist or sexist remarks, or other controversial & non-publishable content for negative brand association, will not be accepted.



- Entrants that have submitted content but have not followed the required social media brand tagging & sharing guidelines, will not be rewarded.
- Poems that fall outside of the stipulated word count.

#### **4. How many times can a person enter & be rewarded?**

- There is no limit to entries, however the maximum allocation of rewards per person is 3.

#### **5. How do successful entrants receive their reward?**

- The vida e caffè social media community management team will respond via direct message to the tagged posts shared by the entrant on either Facebook, Instagram or Twitter, if they are successful. Successful entrants will receive instructions to download the vida app and when to expect to receive their reward.

### **FAQ's:**

#### **1. Why didn't my entry count?**

- It did not meet the stipulated requirements. The brands reserve the right to decline an entry as they see fit.

#### **2. Why haven't I received my reward?**

- You did not meet the requirements to receive a reward.
- The rewards are issued daily, from Monday to Friday, at 4pm.
  - If you have been successful with your entry on the weekend, your reward will be issued on the following Monday.

#### **3. I have been confirmed successful, but my app doesn't show my reward?**

- The rewards can take between 24 - 48 hours to reflect in the vida app.

#### **4. How do I use my reward?**

- The vida e caffè community manager will send you a video explainer which tells you how to redeem your reward in stores via the vida app.

#### **5. How long is my reward valid for?**

- For one (1) year from 01/03/2021 to 01/03/2022.

#### **6. Which coffees can I use my reward on?**

- A solo (small - 250ml - single shot) espresso, americano, meia de leite, flat white, cappuccino or latte.



- All additions, upgrades & modifiers are excluded. Any changes will be charged for additionally.

#### **7. Can I redeem my reward at any vida?**

- Your reward can be redeemed at any vida e caffè that accepts the mobile app, nationwide.

About vida e caffè

[www.vidaecaffe.com](http://www.vidaecaffe.com)

[facebook.com/vida](https://facebook.com/vida)

[instagram.com/vidaecaffe\\_official](https://instagram.com/vidaecaffe_official)

vida e caffè is a specialty coffee retailer with its headquarters based in Cape Town, South Africa. The concept of vida e caffè is that of a European inspired espresso bar, which serves espresso, pastries and confectioneries, as well as a wide range of on-the-go convenience food. The brand has Portuguese heritage, stemming from its founders; the name vida e caffè means "life and coffee" in Portuguese. vida e caffè opened their first shop on Kloof Street, Cape Town, in October 2001. As of May 2020 they have 121 stores in the Western Cape Province, a further 106 in Gauteng, 33 in KwaZulu-Natal and 46 across the rest of South Africa. Furthermore, the brand has 16 stores in Ghana, 5 in Mauritius and 1 in Zambia. Additional information is available at [www.vidaecaffe.com](http://www.vidaecaffe.com).

