

FIFA World Cup™ 2026 "Feel It All" UGC Challenge - Terms and Conditions

Feel It All is an online user-generated content (UGC) initiative tied to the FIFA World Cup™ 2026. Participants will be invited to register via the official campaign link to enter the challenge and become eligible for rewards. The following terms and conditions ("**Terms and Conditions**") apply to the "**Feel It All Challenge**" ("**The Challenge**") and by participating in the same you are deemed to have read, understood, and accepted the same.

- 1. Organiser;** This Challenge is organised by Coca-Cola Central East and West Africa Limited (CCCEWA), Hisense Middle East FZE and its partners and/or agencies hired by CCCEWA to support the Challenge (altogether the "**Organiser**").
- 2. Eligibility;** The **Challenge** is open to residents and citizens of Kenya of the age of 18 (eighteen) years or older, **except** any person who is an employee, director, member, partner, agent or consultant of the Organiser, or any person who directly or indirectly controls or is controlled by the Organiser and/or immediate family members of any of the above persons, its advertising agencies, advisors, dealers, suppliers and Bottlers of beverages identified by the trademarks owned by or licensed to The Coca-Cola Company, its affiliates and/or associated companies.
- 3. Binding Agreement;** By entering the Challenge, all participants and the winners agree to be bound by these terms and conditions as interpreted by the Organiser, whose decision regarding any dispute will be final and binding. The Organiser reserves the right at any time, without notice, to amend, modify, or change these terms and conditions, and to postpone, suspend or cancel this Challenge, or any aspect thereof, without notice at any time, for any reason which the Organiser reasonably deems necessary.
- 4. Territory;** The Challenge is only valid within Kenya.
- 5. Challenge period;** The Challenge commences on June 20, 2026, and continues for six weekly cycles (East African Time) ("**Challenge Period**"). Each weekly cycle runs from Saturday 12:00 AM EAT to Friday 11:59 PM EAT.

6. How to Enter

The Coca-Cola FIFA World Cup 2026™ "Feel It All" Challenge is designed for participants to capture and share the emotional highs and lows of football — from goal reactions and

celebrations to banter, tension, and heartbreak — naturally featuring Coca-Cola. To enter the challenge, participants only need to do the following:

- a. **Register via the official campaign link:** cocacola-ke.com to join the challenge.
- b. **Submit Your Details and Provide the following information for verification and tracking:** Instagram handle, TikTok handle, Safaricom Phone number (Kindly share Safaricom Phone Number that will be used to send payment), National Identification Number (ID) and Email address
- c. **Accept the Terms & Conditions: Carefully** review and accept the Terms & Conditions, Brand guidelines (including the campaign hashtag), Campaign Do's & Don'ts, and the Data Privacy Agreement.
- d. **Receive Confirmation.** Once registered, you will receive a confirmation email with: Campaign Do's & Don'ts, T&Cs Brand guidelines including the required campaign hashtag.
- e. **Create & Post Your Content:** Create your content in a video format (Reel) and post it on Instagram and/or TikTok using the official campaign hashtags #FIFAWorldCup™, #CocaCola and #AllTheFeels and tag the brand page @cocacola_kenya to ensure visibility and tracking.
- f. **Profile Limitation:** All social media accounts used for participation must be owned, registered, and operated by you, and you must have full rights and authority to use such accounts for the purposes of this campaign.
- g. **Posting Window:** Only posts published within a given weekly posting window (Saturday 12:00 AM to Friday 11:59 PM EAT) will be counted for that week's awards cycle. Posts do not roll over to the next week. Participants may post the same content multiple times, but only posts published within the active window will count.
- h. **Public Profile Requirement:** Posts must be made to a public profile and must remain live (not deleted, archived, or set to private) for the duration of the Challenge. Posts that are removed or made private will not be counted and may be disqualified.
- i. **Fraud Detection:** Fraudulent views, engagements, or any manipulation of metrics will be detected and will result in immediate disqualification of the affected posts and potentially the participant.
- j. **Content Requirements;** Posts that violate any of the following requirements will be rejected and will not count toward the leaderboard or rewards. The Organiser will notify participants when posts are rejected with the reason for rejection.

Content must:

- **Feature a visible Coca-Cola sip moment.** Your video must show a person taking a real sip of Coca-Cola from a Coca-Cola bottle or can. Coca-Cola should appear naturally in the content — as the connection, not just a background prop.
- **Show a reaction** to FIFA match moments (goals, near misses, crossbar hits, etc)
- **Include the required hashtags.** All posts must include #FIFAWorldCup #CocaCola and #AllTheFeels and tag @cocacola_kenya
- **Be original.** Recycling content from other creators is not permitted. Exception: Use of trending audio tracks, popular meme formats, and platform-native templates (e.g., TikTok sounds, Instagram Reel templates) is permitted and encouraged, provided the video itself is originally created for this Challenge.

Content must not:

- **Not film any part of the football match.** Content may not feature imagery of any part of the match, including warm-ups, pre/post-match ceremonies, or halftime shows. This Challenge is about your reaction and experience — not the match itself. Do not analyse matches or post live content commentating on a match
 - **Not contain controversial or offensive material.** This includes but is not limited to: hate speech, discriminatory language or imagery, political messaging, religious provocation, sexually explicit content, violence, or content that demeans or mocks any individual or group. Content depicting illegal activity or promoting unsafe behaviour (including dangerous stunts, crowd violence, pitch invasions, or excessive alcohol/product consumption) is also prohibited. Don't show wasteful packaging moments (throwing cans, littering)
 - **Not feature children under the age of 13.**
 - **Not include unauthorized intellectual property and competitor logos.** Do not show competitor brand logos, football club branding, competitor marks, or third-party trademarks (including music) without written consent from the owner.
- k. The Organiser may disqualify any post at its sole discretion, including posts containing unauthorized identifiable individuals or content deemed inappropriate or inconsistent with its standards or values.

- l. **Creative guidelines Dos & Don'ts:** All creators must adhere to The Challenge dos and don'ts to be eligible for the rewards outlined in this document.

The Challenge Do's:

- Capture real, spontaneous fan emotions — joy, tension, heartbreak, celebration — in an authentic, unpolished way
- Show the Coca-Cola brand within the first 3 seconds of your video
- Adapt content to your local culture — chants, rituals, reactions, traditions
- Lean into dynamic cuts and genuine reactions captured in real time
- Remember to: Get clear permission from anyone featured in your content (friends, family, close-ups) and use only licensed, royalty-free music tracks

The Challenge Don'ts:

- Don't over stage content — emotional reactions must feel real, not scripted
 - Don't obscure Coca-Cola product details or logos in your content
 - Don't suggest Coca-Cola influences match outcomes or player performance
 - Don't use AI-generated or AI-edited footage. Published content should be in its original, authentic form.
- m. **Submission Volume;** Participants may post as many videos to the Challenge as they wish during each weekly posting window, in line with these Terms and Conditions.
- n. **Leaderboard;** The views of videos submitted for the challenge will be publicly visible on the leaderboard.
- o. **Content Review & Leaderboard Timing:** All submitted posts undergo content review before appearing on the leaderboard. Content reviews are processed daily, Monday through Friday. Please allow up to three (3) working days for your posts to complete internal review. Posts do not appear on the leaderboard immediately.
- p. **Leaderboard Updates:** The leaderboard is updated daily; however, due to content moderation timelines, participants should not expect their posts to be fully reflected until the end of the posting week.
- q. Participants may submit as many videos to the Challenge as many times as they would like during The Challenge period in line with these Terms and Conditions and other guidelines supplied at the point of entry.

- r. The views of videos submitted for the challenge will be visible on the leaderboard which will show the Instagram and/or TikTok handles, total posts, total views per platform and total views for both platforms.
- s. Only one social profile per channel (Instagram / TikTok) per participant may be used.

7. Eligibility: Participants are eligible to participate in this Challenge if they:

- a. Are resident in Kenya at the time;
- b. Are over eighteen years of age; and
- c. Possess and register a valid Safaricom phone number capable of receiving the Rewards as outlined in these Terms and Conditions.

8. Winner Selection and Verification:

a. Weekly Awards Cycle

Awards are determined on a weekly basis. Each weekly cycle runs from

- Saturday 20th, June 2026 12:00 AM EAT to Friday 26th June 11:59 PM EAT.
- Saturday 27th, June 2026 12:00 AM EAT to Friday 3rd July 11:59 PM EAT.
- Saturday 4th, July 2026 12:00 AM EAT to Friday 10th July 11:59 PM EAT.
- Saturday 11th, July 2026 12:00 AM EAT to Friday 17th July 11:59 PM EAT.
- Saturday 17th, July 2026 12:00 AM EAT to Friday 24th July 11:59 PM EAT.

Participants who meet the applicable cumulative view threshold during a weekly cycle and comply with all Campaign requirements will qualify for a reward, subject to verification.

Feel It All Challenge – Kenya Reward Structure.

Weekly Grand Prize

Prize	Winners
Hisense 43” TV	2 per week (10 total for 5 Weeks)

Monthly Cash Prize Reward Tiers

Cumulative Views Achieved	Cash Prize
3,000 – 9,999	KES 3,000
10,000 – 19,999	KES 5,000
20,000 – 39,999	KES 8,000

Cumulative Views Achieved	Cash Prize
40,000 – 59,999	KES 10,000
60,000 – 89,999	KES 15,000
90,000 – 149,999	KES 18,000
150,000+	KES 20,000

b. Verification

Verification will be conducted by the Organiser based on:

- Confirmation of cumulative views between both applicable platforms (Instagram and TikTok) achieved during the Challenge Period;
- Confirmation that the required campaign hashtag was used;
- Compliance with the Terms and Conditions, Brand Guidelines and Campaign Do's & Don'ts; and
- Identity verification using the information submitted at registration.

c. Rewards

Winner(s) will be selected at the end of each weekly cycle based on the cumulative number of video views generated from user-submitted content.

Qualifying participants will be contacted via the registered phone number and/or email within **14 (fourteen) days** after the close of the Challenge Period.

Rewards will be issued via mobile money transfer to the registered phone number within **30 (thirty) days** following successful verification.

d. Appeals Process

An appeals window will open after each weekly posting window closes. The process is as follows:

1. **Post window closes:** Friday 11:59 PM EAT
2. **Appeals window:** Saturday through Sunday 11:59 PM EAT — creators may submit disputes (missing posts, incorrect metrics, wrongly rejected content)

e. Content Rejection Notifications

When a post is rejected, the participant will be notified with reason for rejection. Participants who believe their content was wrongly rejected may appeal during the weekly appeals window described in Section 8.

9. Rewards

Any reward provided in relation to this Challenge is not transferable and may not be exchanged for any other item. The rewards, if any, are subject to availability, provided on a first-come, first-served basis and the Organiser reserves the right to substitute with another of equivalent value if the reward becomes unavailable for reasons beyond the Organiser's control. Organiser also reserves the right to forfeit or substitute a winner where the participant fails the verification process for whatever reason and/or is unavailable or cannot be contacted in time. If a participant fails to provide accurate information at the time of registration (including the age of the participant) or does not comply with any section of these terms and conditions, such person will be disqualified and forfeit the reward. Rewards must be accepted on an 'as is' basis and the Organiser makes no representation as to the suitability or fitness for purpose. Ownership of and risk in and benefit attached to a reward will pass on to the participant immediately upon receipt of the reward.

- a. **Compliance with Terms:** Participants will be eligible for the rewards outlined above when their submitted videos use the required hashtag, comply with the campaign Terms & Conditions, Brand Guidelines and follow the specified Dos and Don'ts, meet the required views and if they meet the eligibility criteria outlined in clause 7 of these Terms and Conditions.
- b. **Submission Limit:** Participants may submit multiple videos; however, each participant is only eligible to receive one reward.
- c. **Winner Acknowledgment:** By participating, winners agree to have their names, handles, and/or submitted content showcased on the Organizer's social media channels.
- d. **Permitted Platforms:** The challenge may only be conducted on Instagram and TikTok.

10. Challenge Duration and Monitoring: The challenge will run for a period of 30 days from the start date.

11. Participant Conduct; The participants are obligated to behave responsibly and comply with these terms and conditions and all reasonable requests of the Organiser and their agents.

12. The Organiser's decision; The Organiser's decision in respect of all matters to do with the Challenge will be final and no correspondence will be entered into.

13. Publicity and Content Rights; The Organiser may require the participants to be identified, photographed and published on social media. By entering, participants consent to the publication of their images and acknowledge the viral nature of the Internet and other electronic media and agree that any use by third parties of the Content or any display of the Content on domains of the Internet or other electronic media not owned by Coca-Cola shall not constitute a breach of violation hereof by Coca-Cola.

14. Indemnity and Limitation of Liability: All participants indemnify the Organiser, its advertising agencies, affiliates, advisors, nominated agents, partners, suppliers and bottlers of beverages identified by the trademarks owned by or licensed to The Coca-Cola Company, its affiliates and/or associated companies against any and all claims of any nature whatsoever arising out of and/or from their participation in any way whatsoever in this Challenge (including, as a result of any act or omission, whether as a result of negligence, misrepresentation, misconduct or otherwise on the part of the Organiser and/or receipt and/or use of the Rewards). The Organiser, its associated companies or affiliates including their directors, officers and employees, agents and suppliers, shall not be responsible for any lost, damaged, corrupted, incorrect, delayed or incomplete entries for any reason whatsoever which are lost, delayed, corrupted, damaged, misdirected or incomplete or cannot be redeemed for any technical reason, delivery or other reasons. The Organiser shall not be responsible for any technical failure relating to the Challenge that may result in a video not being successfully submitted. The Organiser shall not be responsible for content not entered for whatever reason. In no event will the Organiser be liable to participants for any indirect, consequential, exemplary, incidental, special or punitive damages or losses.

15. Marketing Communications; By entering the Challenge, the participants agree that The Coca-Cola Company and its affiliates (including the Organiser, subsidiaries, Bottlers and joint ventures) may contact the participants via email, phone number, social media platforms, SMS and other platforms to deliver marketing communications

regarding their products and promotional activities subject to their prior consent and the provisions of the Data Protection Act, No. 24 of 2019 (“**DPA**”). The Organiser shall adhere to DPA in respect of the processing of the participants’ personal information and including any direct marketing. Personal information collected from or about the participants or submitted by the participants will be processed in accordance with the Organiser’s Privacy Policy accessible at www.coca-cola.co.ke/privacy-policy and that such use may include transfers to the Organiser’s affiliates and third-party service providers in any country.

16. Force majeure; In the event of unforeseen circumstances or causes beyond the Organiser’s reasonable control, the Organiser reserves the right to cancel this Challenge, to change the number or nature of a reward at any time, or to change the terms and conditions at the Organiser’s discretion.

17. Support and Queries; All queries relating to the Challenge can be directed to the support system on the official challenge website. kenya@coca-cola-football.com

18. Governing Law; The Challenge and these terms and conditions will be governed by the laws of Kenya, and any disputes will be subject to the exclusive jurisdiction of the courts of Kenya.