

**1. What is the Retail Buzz Content Campaign?**

Retail Buzz Content Campaign is a campaign for all registered Caltex Retail Partners to win attractive cash prizes and gift vouchers. This campaign is organized by Chevron Malaysia Limited to spread awareness of the Retail Buzz portal and keep Retail Partners engaged in creating quality content.

**2. What is the duration of the Campaign? When will the winners be announced?**

The duration of the Campaign is 6 months from 1 April 2023 to 30 September 2023. The estimated date for the winner announcement is 31 Oct 2023.

**3. What are the requirements to join the Retail Buzz Content Campaign?**

All Caltex stations in Malaysia that are officially registered as a Caltex Retail Partner during the duration of the campaign are eligible to join the campaign.

To stand a chance as one of the winning participants, Eligible Participants need to have a minimum of four (4) published articles for the campaign period submitted through the official Retail Buzz Campaign Form at <https://tinyurl.com/RBContentCampaign> whilst adhering to the other conditions in the Campaign's Terms and Conditions ([Terms & Conditions](#)).

**4. Who is not eligible to join the Retail Buzz Content Campaign?**

The following staff/individuals are not eligible to participate in the Campaign:

- All organizations that are not officially registered as a Caltex Retail Partner in Malaysia.
- Supporting organizations such as Branded Marketers.
- Caltex Stations / Caltex Retail Partners that have left the Caltex Malaysia network during or after the Campaign period and before the announcement of winners on [www.retailbuzz.com.my](http://www.retailbuzz.com.my)

**5. How to participate in the Caltex Retail Buzz Content Campaign?**

Follow the steps below to participate in the campaign:

**Step 1** - Eligible Participants need to submit their Station's information (Station Name, Contact Person, Contact number, Email) and proposed article's information (article's topic, general information of article plus confirmation if there are photos/videos) at the official Retail Buzz Content Campaign Form at <https://tinyurl.com/RBContentCampaign>.

**Step 2** - Email any photos and/or videos to [caltexretailbuzz@outlook.com](mailto:caltexretailbuzz@outlook.com) using the same topic for the article as indicated in Step 1 as the email's Subject. The Project Coordinator will contact the Eligible Participants for additional information or seek clarification on the submitted content if needed.

**Step 3** - Once approved by Chevron, the content will be written/edited by the editorial team of Retail Buzz and may be published online on the Retail Buzz portal ([www.retailbuzz.com.my](http://www.retailbuzz.com.my)).

**Step 4** - Each article published on the Retail Buzz portal will score points based on the type of content submitted. Points are awarded based on the following:-

- 2 points = Articles that have either video OR photo gallery (at least 4 photos) and text
- 1 point = Articles that do not have a video OR photo gallery

**Step 5** - At the end of the Campaign period, and subject always to Clause 2.13 in the Campaign's Terms & Conditions, the Eligible Participant with the most number of points will be declared the winner of the Campaign.

**6. What are the prizes available in this campaign?**

Winners will receive the following: -

- |           |   |
|-----------|---|
| 1st Prize | - RM900 (RM500 Vouchers to be shared among Station Staff and RM400 Cash for the Retail Partner) |
| 2nd Prize | - RM700 (RM400 Vouchers to be shared among Station Staff and RM300 Cash for the Retail Partner) |
| 3rd Prize | - RM400 (RM200 Vouchers to be shared among Station Staff and RM200 Cash for the Retail Partner) |

**Important Note:**

- i) *Station Cash Prize of RM400 (1st), RM300 (2nd) and RM200 (3rd) will be credited directly into the winning stations' account by Chevron*

**7. What happens if there are a few stations that tie for the 1<sup>st</sup> Prize or have the same number of points for one of the other prizes?**

In the event of a tie, the joint winners will share the accumulated prize monies offered for the relevant joint prizes.

**Example 1:** 3 stations have the same number of points, the total for all 3 prizes of RM900 + RM 700 + RM 400 = RM2000 (RM1100 staff / RM900 RP) will be divided to RM367 (for each of the 3 stations to be shared among its respective staff) and RM300 (for each winning station's RP).

**Example 2:** 5 stations have the same number of points, the total for all 3 prizes of RM900 + RM 700 + RM 400 = RM2000 (RM1100 staff / RM900 RP) will be divided to RM220 (for each of the 5 stations to be shared among its respective staff) and RM180 (for each winning station's RP).

**Example 3:** 2 stations have the same number of points for the 3<sup>rd</sup> prize, the 3<sup>rd</sup> prize of RM400 will be divided to RM100 (for each of the 2 stations to be shared among its respective staff) and RM100 (for each of the 3<sup>rd</sup> prize station's RP).

## **Frequently Asked Questions**

### **Retail Buzz Content Campaign**

#### **8. Can an article have more than one station information or news?**

Yes, the article can include more than one station's information or news. Should the article be published, points will only be attributed to one station. The Eligible Participant that submitted the information first on the Retail Buzz Content Campaign Form will be awarded the points.

*Example: ABC Service Station submitted content about their own activities as well as events held at EFG Station Sdn Bhd. The content published will be attributed to ABC Service Station only, and EFG Station Sdn Bhd will not receive any points for that submission.*

#### **9. What type of contents can be submitted for the campaign?**

Eligible Participants can submit any type of content that is related to the station's activities such as in-station events and promotions, community engagement and sponsorship of local events or activities.

*Example: Customer Appreciation Day, "Turun Padang" Session, Sponsoring of a community school's Sports Day and many others.*

#### **10. Can Eligible Participants submit similar types of content during the Campaign Period?**

Yes, Eligible Participants can submit similar types of content during the Campaign Period. However the Organiser, based on their sole discretion, will decide if the submitted content will be considered as new content and therefore eligible for points.

*Example of content/news with the same concept that will not be awarded points even if it is published:*

- *In-store promotion of free bottled water for every purchase of RM20 fuel in April 2023 AND another similar in-store promotion of free umbrella for every purchase of RM50 fuel in August 2023.*
- *Customer appreciation event in May 2023 AND another similar customer appreciation event in July 2023.*

#### **11. Why should stations submit different types of content?**

Content will be evaluated on the following basis :-

1. New content - 1 point
2. Video and photo gallery (at least 4 photos) - 1 point  
(This extra 1 point is on top of stations submitting their new content. For example, new content will receive 1 point. If this new content is submitted with a video or photo gallery, an additional 1 point will be awarded. Total 2 points for the article)

Note: Should there be any manipulation of the Terms & Conditions, the The Organiser will still reserve the rights at its absolute discretion to change, vary, delete or add to any of these terms and conditions with prior notice.

**12. How do I know if my submitted content is approved / not approved?**

If your submission is approved, it will be published online on the Retail Buzz portal ([www.retailbuzz.com.my](http://www.retailbuzz.com.my)).

**13. How will the winners be contacted?**

All winners will be contacted via the official CALTEX RETAIL BUZZ WhatsApp Number at +6010-8441775. The list of winners will also be posted on the Retail Buzz portal ([www.retailbuzz.com.my](http://www.retailbuzz.com.my)).

**14. What are the possible reasons that my submitted content is not approved?**

Content that are prohibited includes content that is or which may be deemed offensive, racist, politically religious agendas, inflammatory religious content, or content which has or promotes violence, foul language, bigotry, hatred, or physical harm of any kind against any group or individuals, including any content deemed inappropriate under the Organizer's sole discretion. The organizer may inform Eligible Participants if the submitted content is not approved.

**15. Can the station re-use the content written by Chevron for their own social media pages?**

Yes you can! And we encourage you to do so. After all, this campaign aims to assist you in creating quality content to digitally market your stations.

**16. Who do I contact if I have additional queries or clarification?**

You can contact the official CALTEX RETAIL BUZZ WhatsApp Number at +6010-8441775, Ms Kok Mun Yee at 012-279 6154 / email [munyee@chevron.com](mailto:munyee@chevron.com) or your respective RBC/BMBC