

Chicking[®]
it's my choice



**OFFICIAL CONTEST GUIDELINES
& TERMS OF ENTRY**

HOW TO ENTER

- **Primary Entry:** Upload your design via the landing page form (Only landing page submissions count as official entries).
- **Social Sharing (Optional):** Post on Instagram or TikTok with @Chickingae and #DrawOurBag for extra visibility.
- **Key Dates:**
 - Entries Close: Sept 25, 2026 (11:59 PM GST)
 - Winners Announced: Sept 30, 2026

ELIGIBILITY

- **Who Can Enter:** Young creatives based in the UAE.
- **For Entrants Under 18:** A parent/guardian must check the consent box on the online submission form. If shortlisted in the Top 6, the parent/guardian must sign a brief digital consent form and provide a copy of their Emirates ID before the public vote goes live.
- **Exclusions:** Chicking employees, franchisees, creative/marketing agencies, and their immediate families.
- **Limit:** Strictly **1 entry per person.**

DESIGN REQUIREMENTS

- **Template & Format:** Download the official bag template on the landing page. Submit hand-drawn (high-res scan) or digital art as **JPG or PNG** (min. 300 DPI, max 25MB).
- **Source Files:** Shortlisted finalists must provide vector/PDF source files upon request.
- **Originality:** Must be 100% your original work with no third-party logos, copyrighted characters, AI or offensive content.
- **Color Limit:** Try to stick to a maximum of 3–4 bold solid colors. Gradients, shadows, and subtle watercolors do not print well on paper.
- **Logo Space:** Keep the designated Chicking logo zone clear of heavy drawings so the logo remains 100% visible.

JUDGING & SELECTION

- **Phase 1 (Screening):** Entries are checked for student eligibility and technical file requirements.
- **Phase 2 (Internal Panel Scoring):** Judges score entries based on Originality (40%), Brand Relevance (30%) & Print Feasibility (30%).
- **Phase 3 (Announcement):** The winner along with 5 runners-up will be announced on September 30, 2026.

PRIZES

- **Grand Prize:** MacBook Air + Your design printed on Chicking bags nationwide for a limited promotional run (with artist credit in marketing).
- **5 Runners-Up:** Social media spotlight + 100 AED Chicking meal voucher each.
- Prizes are non-transferable and cannot be exchanged for cash.

INTELLECTUAL PROPERTY & RIGHTS GRANTED

- **Ownership & Licensing:** By submitting an entry, the entrant (or parent/legal guardian where the entrant is under 18) confirms that the design is their original work and grants Chicking an **exclusive, worldwide, royalty-free licence** to use, reproduce, print, publish, display, adapt and modify the design for the competition, packaging, marketing, advertising, social media and related promotional purposes.
- **Portfolio Usage:** Entrants shall retain ownership of their designs and may display them for **non-commercial personal purposes**, including portfolios, résumés and school/university applications. Chicking may make reasonable modifications required for printing or production, and no additional royalty or payment shall be due for such permitted use other than the competition prizes.

DATA PROTECTION & PRIVACY NOTICE

- All personal data collected (names, contact details, Emirates ID copies for verification, and minor details) will be processed in accordance with the UAE Personal Data Protection Law (PDPL).
- Data will be used solely for contest administration, eligibility verification, winner notification, and promotional permit compliance.
- A full privacy notice is available on the contest landing page form.

GOVERNING LAW & JURISDICTION

- These Terms shall be governed by the applicable laws of the United Arab Emirates and the Emirate of Dubai, and the **Dubai Courts shall have exclusive jurisdiction** over any dispute arising from the competition.

Need Help?

*Having trouble uploading your artwork or downloading the template?
Reach out to our team at marketing@chickinguae.com or
DM us @chickingae.*