



Notes

Super Sticky



YOU STUCK IT WHERE?

What's it all about?

CONTEST OVERVIEW

The Post-it® Super Sticky Notes “**You Stuck it WHERE?**” contest seeks to explore a simple question: Can Post-it® Super Sticky Notes really go where other notes can't? We're looking for answers in the form of video submissions. To enter the contest, all you have to do is create and upload an original video that shows Post-it® Super Sticky Notes being used in a creative way. This is your chance to win \$10,000.



Post-it® Super Sticky Notes stick practically anywhere, and with your help we're going to prove it.

ENTERING MADE EASY

When you're ready to submit your video, just follow the simple upload instructions included on YouTube. To submit a video, you must be a registered YouTube member. Registering is free and easy.

You can submit videos from July 10 to August 31, 2009. The contest starts at 12:00:01 a.m. Eastern Time on July 10 and runs until 11:59:59 p.m. Eastern Time on August 31.

To submit your video, go to the YouTube Post-it® Notes channel page. If you prefer, you can submit a video that you've already uploaded to your YouTube account. Please note that videos can have a maximum running time of 2 minutes, including any credits. Also, you must use the words “Post-it® Super Sticky Notes” in your video. You can say it, write it or do both.

OPTIONAL: If you really want to impress the judges, include the Post-it® Super Sticky Notes icon in your video. We've included the icon on the last page of this guide.

All videos must comply with YouTube community guidelines.

Select Your Entry

The screenshot shows the 'Select Your Entry' form on YouTube. It includes a 'Username' field with 'Shelby16121' and a 'Go' button. Below are two video thumbnails. A blue sticky note with a question mark icon says '1. Enter your username and select a video'. To the right is a video player with a red sticky note saying '2. Submit your video'. Below the player is a checkbox for 'I have read the official rules', a yellow 'Submit Your Video' button, and an 'Or upload a new video' section with an 'Upload' button. A green sticky note at the bottom left says '3. Or upload a new video'. At the bottom is a 'Enter on YouTube' button.



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THE VOTING PROCESS

The “**You Stuck it WHERE?**” contest judges will score each video submission on four criteria. Each will be given equal weight:

1. Creativity and originality, including the use of required elements.
2. Demonstration of the effective use of Post-it® Super Sticky Notes, showing that they stick practically anywhere.
3. Appropriateness of content to the Post-it® Brand and its image.
4. Overall impression.

The judges will select up to (10) finalists. The next (5) highest scoring entries will be alternates. If there’s a tie, a new judge will review the tied entries. The finalists and alternates will be notified by about September 1, 2009.

Now it’s your turn to vote.

You can vote on the finalist videos from September 12

to October 5, 2009. The voting period starts at 12:00:01 a.m. Eastern Time on September 12 and runs until 11:59:59 p.m. Eastern Time on October 5.

In order to vote, you must be a registered YouTube member. You can cast one vote each day of the voting period by giving the video a “thumbs up” or “thumbs down.”



The three finalist videos that get the most votes will be deemed the grand, first and second prizewinners in the Post-it® Super Sticky Notes “**You Stuck it WHERE?**” contest. If there’s a tie, a new judge will review the tied entries. The judges’ decisions are final.

PRIZE GUIDE: HOW MUCH COULD I WIN?

The grand, first and second prizewinners in the Post-it® Super Sticky Notes “**You Stuck it WHERE?**” contest will be notified on about October 8, 2009.

- Grand prize:** \$10,000 cash
- 2nd prize:** \$2,500 cash
- 3rd prize:** \$1,500 cash
- Finalists:** \$1,000 cash

The winning video may also be featured on the Post-it® Notes website and on the YouTube Post-it® Notes brand channel page.

We’ll post the names of the winners on the YouTube Post-it® Notes brand channel page on about October 15, 2009, at 3 p.m. Eastern Time.



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