

CREATE AND WIN GUIDELINES (The Earthly Life)

To ensure a fair, safe, and enjoyable creator experience, all participants must follow these guidelines:

✓ 1. Content Must Be Original

- All entries must be created by the participant only
- No copied, reused, or AI-generated content that misrepresents originality

✓ 2. Use Earthly Life Chips in the Content

- The chips packet or the product must be **clearly visible**
- Creative usage is encouraged — fun transitions, storytelling, lifestyle shots, etc.

✓ 3. Maintain Decency & Respect

Content **must NOT** include:

- Vulgar language or gestures
- Sexual or suggestive elements
- Insensitive or offensive material against any community, gender, culture, or humanity
- Dangerous stunts, harmful acts, or anything unsafe

✓ 4. No Fraudulent Engagement

- Purchased likes, comments, views, or shares are strictly prohibited
- Our system (AI/LLM analytics) will detect inorganic growth
- Any such entries will be **disqualified immediately**

✓ 5. Proper Tagging is Mandatory

Every post must:

- Tag **@theearthlylife**
- Collaborate (invite co-author)

- Use campaign hashtags provided

✓ 6. Timeline Adherence

- Content must be posted **only within campaign duration: 20/21 November – 31 December**
- Any content posted outside this window will not be counted

✓ 7. Multiple Entries are Allowed

- Participants may submit more than one post
- Each entry will be judged separately

✓ 8. Decision of Brand Will Be Final

- Earthly Life reserves the right to reject entries not following guidelines
- Winners will be selected based on transparent engagement metrics
- Final decisions cannot be contested

So lets CREATE AND WIN exciting prizes