

PROMASIDOR

Quality Food Products | Onga Brand

ONGA CREATORS CHALLENGE

Official Rules & Terms and Conditions

Pan-African UGC Culinary Video Contest — 2026 Edition

OVERVIEW

The **#OngaCreatorsChallenge** is a pan-West African user-generated content (UGC) competition inviting everyday cooks, food lovers, and aspiring culinary creators to showcase their talent by preparing a recipe using an Onga seasoning product and sharing it as a short video on their social media accounts. Organised quarterly across all countries where Onga is present, the contest celebrates the richness and diversity of West African food culture.

Hashtag	#OngaCreatorsChallenge[country]
Official Page to Tag	@Onga[Country]
Submission method	Post directly on social media with hashtag + tag official page
Platforms	Instagram · TikTok · Facebook
Contest Period (Q1)	28 May 2026 → 28 June 2026 (4 weeks)
Video Length	Maximum 90 seconds
Frequency	4 editions per year — one per quarter
Eligible Countries	Cote d'Ivoire, Mali, Burkina Faso, Senegal, Togo, Sierra Leone, Liberia, Guinée Conakry, DR Congo, Kenya & Uganda, Rwanda, Tanzania

SECTION 1 COMPETITION MECHANICS — HOW TO PARTICIPATE

Participation is open to any eligible individual (see Clause 01 — Eligibility). To enter the Onga Creators Challenge, participants must complete ALL of the following steps:

1

Prepare Your Dish

Cook any dish of your choice, a traditional local speciality, a revisited classic, or an elevated everyday meal **based on the contest theme**. **Let your creativity and your culinary heritage guide you.**

2 Use an Onga Product
 Incorporate at least the Onga seasoning product linked to the contest theme in your recipe. You are allowed to add all variants to the one that is compulsory : *Onga Classic · Onga Chicken · Onga Shrimp · Onga Stew · and other Onga variants available in your country. You should not use any other seasoning brand in the video.*

3 Film Your Video (Maximum 90 Seconds)
 Record a short video capturing the following:

- ▶ **Key cooking moments** — show the preparation process
- ▶ **The Onga product in action** — its use must be clearly visible
- ▶ **Final presentation** of the dish
- ▶ A brief **personal touch** — why this dish, what makes it yours

4 Post on Social Media
 Upload your video on your personal social media account on at least one of the supported platforms: **Instagram · TikTok · Facebook.**

- **Use the official hashtag: #OngaCreatorsChallenge+country**
- **Tag the official Onga page** of your country (e.g. @OngaGhana, @OngaCotedIvoire, @OngaNigeria, etc.)
- Your account must be **public** for the duration of the contest

5 That's It — You're In!
 Once your video is published with the hashtag and tag, your entry is automatically registered. No additional submission step is required.

SECTION 2 JUDGING CRITERIA

All valid entries will be evaluated by an internal jury composed of members from the Onga Marketing Team and the CSCS (Consumer & Community Social Strategy) team. Entries will be scored based on the following criteria:

CRITERIA	WEIGHTING
Creativity & Originality of the Dish	30%
Natural Integration of the Onga Product	25%
Quality & Presentation of the Video	20%
Community Engagement (Likes, Shares, Comments)	15%
Compliance with the Contest Theme	10%
TOTAL	100%

The jury's decisions are **final and binding**. No correspondence will be entered into regarding scoring or selection outcomes.

SECTION 3 PRIZES & REWARDS

Quarterly Winners — one winner selected per country per edition:

- **Cash prize** (amount defined per country)
- **Onga product hamper** — a curated selection of Onga products
- **Smartphone**
- **Video production kit**
- **Digital spotlight** — featured on the official Onga country page

Annual Grand Winner — one winner selected across all quarterly winners per country in December:

- **Grand cash prize**
- **Premium Onga product hamper**
- **Full professional content production kit**
- **Feature on Onga's regional platforms**
- **Recognition as Onga Brand Creator Ambassador**

All prizes are subject to availability and may be adjusted per country. Prizes are non-transferable and may not be exchanged for cash unless otherwise specified by Promasidor.

SECTION 4 WINNER SELECTION & ANNOUNCEMENT

Shortlisting: Following the close of each quarterly edition, the internal jury will review all valid entries and establish a shortlist of the most compelling submissions, based on the judging criteria set out in Section 2.

Winner Announcement: The winner of each edition will be announced on Onga's official social media pages within **7 days** of the jury's deliberation. The winner will also be contacted directly via the social media account used for participation.

Annual Grand Winner: In December of each year, the jury will select the Annual Grand Winner from among all four quarterly winners per country. The Annual Grand Winner will be featured on Onga's pan-regional platforms and receive the Grand Prize as detailed in Section 3.

Winners must respond to Promasidor's contact attempt within **72 hours** of notification. Failure to respond within this period may result in forfeiture of the prize, and an alternate winner may be selected at the jury's discretion.

SECTION 5 TERMS & CONDITIONS

By participating in the Onga Creators Challenge, all participants agree to be bound by the following terms and conditions. Please read carefully.

01 ELIGIBILITY

- Open to all residents of **African countries** where Onga products are commercially available, aged **18 years and above**.
- Participants must hold a valid, active and **public** social media account on at least one supported platform (Instagram, TikTok or Facebook).
- Employees of Promasidor, Promasidor IP Holdings Limited, and their directly affiliated partners, agencies, and contractors are **not eligible** to participate.
- Participation is limited to **one active account per person**. Multiple accounts used by the same individual will result in disqualification.

02 ENTRY REQUIREMENTS

- All entries must be **original content** created solely and exclusively by the participant.
- **Video duration must not exceed 90 seconds**. Entries exceeding this limit will be disqualified.
- The entry must **clearly show the use of an Onga seasoning product** — the product must be visibly identifiable at least once during the video.
- **All four participation steps** must be completed for an entry to be considered valid: cooking, filming, posting with hashtag, and tagging the official Onga page.
- Participants may submit **multiple entries**; however, only one prize can be awarded per person per edition.

03 CONTENT GUIDELINES

- Content must be **respectful, culturally appropriate**, and free of offensive, discriminatory, or harmful language or imagery.
- **No copyrighted music**, third-party branded content, or watermarked materials may be used without the express permission of the rights holder.
- Content must not contain references to **alcohol, tobacco, drugs, religion, or politics**.
- Onga and Promasidor reserve the right to **disqualify any entry** that does not meet brand standards, content guidelines, or applicable local regulations.
- Entries generated or substantially assisted by **artificial intelligence tools** will be disqualified.
- No use of **any other seasoning brand** in the making of the video

04 CONTEST PERIOD & EDITIONS

- **The Onga Creators Challenge runs in four (4) quarterly editions** throughout 2026.
- Q1 Edition: **28 May 2026** → **28 June 2026** (4 weeks)
- Q2, Q3 and Q4 editions will be announced separately with their respective themes and timelines.
- Each edition runs for a period of **four (4) weeks**, comprising one week of launch activation, three weeks of open submission, and one week of jury evaluation.
- Late entries submitted after the official closing date of each edition will not be considered.

05 USAGE RIGHTS & INTELLECTUAL PROPERTY

- By entering, participants grant **Promasidor IP Holdings Limited** a non-exclusive, royalty-free, worldwide, perpetual licence to use, reproduce, edit, publish, translate, and distribute the submitted content across all digital and traditional media channels, including but not limited to: social media platforms, the Promasidor website, point-of-sale materials, and regional marketing campaigns.

- Promasidor reserves the right to **edit submitted content** for promotional purposes while preserving the original intent.
- **No additional compensation** beyond the stated prizes will be provided for the use of the submitted content.
- Participants warrant that their content does not infringe any third-party intellectual property rights. Any entry found to infringe such rights will be immediately disqualified.

06 WINNER CONDITIONS

- Winners will be contacted via the social media account used for participation within **7 days** of the jury's announcement.
- Winners must respond within **72 hours** of being contacted. Failure to do so may result in forfeiture of the prize.
- Prizes are **non-transferable** and cannot be exchanged for cash alternatives, unless otherwise specified by Promasidor.
- Winners may be required to provide **proof of identity and country of residence** before prizes are disbursed.
- Winners agree to participate in reasonable **post-contest promotional activities** (photographs, short testimonials) upon request by Promasidor, at no additional cost.

07 LIABILITY

- Promasidor and Onga are not responsible for lost, delayed, or incomplete entries resulting from **network, platform, or technical issues**.
- No liability is accepted for any **injuries, damages, or losses** incurred during participation in the contest.
- Promasidor accepts no responsibility for any **third-party claims** arising from participant content, including but not limited to intellectual property infringement.

08 GENERAL CONDITIONS

- Promasidor reserves the right to **amend, suspend, or cancel** the contest at any time and in any country, without prior notice, for any reason including but not limited to regulatory requirements, technical issues, or force majeure.
- Participation in the contest constitutes **full and unconditional acceptance** of these Terms & Conditions.
- Promasidor's decisions regarding all aspects of the contest — including but not limited to eligibility, judging, and prize allocation — are **final and binding**. No correspondence will be entered into.

09 DATA PROTECTION

- Personal data collected through the participation process will be used **strictly for the purpose of administering this contest** and communicating with participants.
- Participant information will **not be shared with third parties** without express consent, except as required by applicable law.
- By participating, participants consent to Promasidor processing their personal data in accordance with applicable **data protection laws** of their country of residence.

QUICK REFERENCE

Hashtag	#OngaCreatorsChallenge
Official Page to Tag	@Onga[Country]
Submission method	Post directly on social media with hashtag + tag official page
Platforms	Instagram · TikTok · Facebook
Contest Period (Q1)	28 May 2026 → 28 June 2026 (4 weeks)
Video Length	Maximum 90 seconds
Frequency	4 editions per year — one per quarter
Eligible Countries	Cote d'Ivoire, Mali, Burkina Faso, Senegal, Togo, Sierra Leone, Liberia, Guinée Conakry, DR Congo, Kenya & Uganda, Rwanda, Tanzania

Onga | Promasidor IP Holdings Limited | Ebène, Mauritius | ip@promasidor.com | **#OngaCreatorsChallenge**