



**“Wala na si Daddy.
Pero dahil may plano siya,
nakakapag-aral
pa rin ako.”**

**- Ma. Deorie F. Caraca
Honor Student
Philam Life Beneficiary**

**May ‘Sana’ o ‘Buti na lang’ story ka ba like Deorie?
Share it with us! Log on to www.anongplanomo.com.ph.
and get a chance to win these cool prizes!**

- “Anong plano mo? Usap tayo.” shirt
- “Anong plano mo? Usap tayo.” 2GB USB Baller Band
- Apple iPod Shuffle 2GB
- Apple iPod Touch 8GB
- Apple iPad 2 8GB

Joining is easy!

STEP 1: Log on to www.anongplanomo.com.ph.

STEP 2: Sign up and post your “Sana” or “Buti na lang” story.

STEP 3: Like the “Anong plano mo? Usap tayo.” facebook fan page and share it with your friends!

Winners of the 2009 My Philam Story are no longer eligible to win in this promo. Promo runs until December 31, 2011. Visit www.anongplanomo.com.ph for more details. Click here for full mechanics.

Anong plano mo? Usap tayo. Call (02) 528-2000.

ANONGPLANOMO.COM.PH





“Anong plano mo? Usap tayo.” Microsite Promo Mechanics

1. This promo is open to the public. DDB Philippines employees are disqualified from joining. All Filipino residents aged 18 and above are eligible to join. Promo is open to residents of the Philippines only.
2. Participants will register on the APM Microsite by entering their name, address, a valid email address* and contact details.
** Valid email address pertains to active and existing accounts.*
3. Upon registering, participants must do at least one of the following on a specified page of the microsite:
 - a. **Share a ‘Buti na lang’ Testimonial.** Existing Philam Life policyholders and plan beneficiaries can write and share how they were able to benefit from a Philam Life plan.
 - b. **Write a ‘Sana’/ Plan.** Philam Life policy and non-policyholders can write and share how they would like to come true.
4. Philam Life will screen entries submitted on the APM Microsite. Philam Life reserves the right not to post entries that contain malicious content, vulgar words and the like.
5. Participants will receive a confirmation code via email, which will serve as their raffle coupon. Each approved testimonial/ plan entitles the participant to one (1) raffle entry.
6. To get more chances of winning in the Minor and Grand Raffle Draws, participants can also share the link to their friends. Only registered participants are eligible to share the link to their friends.
*** Must be 18 years old and above and residing in the Philippines.*
7. Participants will receive a confirmation code via email for every email address they share. This will also serve as their raffle coupon. Each shared valid email address entitles the participant to one (1) raffle entry.
8. Participants can send in multiple testimonial/ plan entries and can share the link to as many friends with valid email addresses as possible.
9. Participants who have accepted the Agreement Statement on the APM Microsite will also receive updates about the APM Microsite once every two weeks thru email blasts. Recipients of this APM email blast will have the option to opt out of the mailing list.
10. Only participants who have joined from June 22, 2011 to December 31, 2011 will be included in the Grand Raffle Draw. Philam Life will hold six Minor Raffle Draws (see details under Prizes) and one Grand Raffle Draw on January 7, 2012.
11. Participants may write in English or Filipino for their entries.
12. Participants who have already won*** in the My Philam Life Story Contest held by Philam Life in 2009 are disqualified to win any of the prizes in the **Anong Plano Mo? Usap Tayo.** Promo.

*** Those who have ranked from 1 to 10 in the contest.



PRIZES

13. 200 Anong Plano Mo? Shirts will be given away to the first 200 xcrf "Ucpc "Plans. 100 Anong Plano Mo? Shirts will be given away to the first 100 xcrf " wkp"rcpi "Testimonials. Only those participants from Greater Metro Manila (GMA) are eligible to win the APM shirts.
14. jg" quv kngf" wkp"rcpi " guvo qplc"rctpf "vj g" quv kngf"Ucpc " rcp"f wtkpi "vj g"ur gekkgf "r gkqf" will receive an 8 Gig iPod Touch and a 2 Gig iPod Shuffle, respectively. Winners will be announced during the Minor Raffle Draw Dates.

Category of Winner	Prize	Quantity to be given away and Frequency	Eligible participation date	Announcement Dates
quv kngf"Ucpc	2 Gig Apple iPod Shuffle	1 iPod Shuffle every month	June 22 to July 31, 2011	1 st : August 1, 2011
			August 1 to August 30, 2011	2 nd : August 31, 2011
			August 31 to September 29, 2011	3 rd : September 30, 2011
			September 30 " October 30, 2011	4 th : October 31, 2011
			October 31 " November 30, 2011	5 th : December 1, 2011
			December 1, 2011 " January 6, 2012	6 th : January 7, 2012 (Grand Draw)
quv kngf" wkp"rcpi " guvo qplc"rcpi	8 Gig Apple iPod Touch	1 iPod Touch every two (2) months	June 22" August 30, 2011	1 st : August 31, 2011
			August 31 " October 30, 2011	2 nd : October 31, 2011
			October 31, 2011" January 6, 2012	3 rd : January 7, 2012 (Grand Draw)

Minor Raffle Draw

15. Minor raffle draws will also be held during the six-month span of the promo. Winners will receive a 2 Gig Anong Plano Mo? Baller Band USB Drive. All entries up to a specified date will be eligible to win. Winners will be drawn via electronic raffle. Below are the details:

Category of Winner	Prize	Quantity to be given away and Frequency	Eligible participation date to be included in the Minor Raffle Draw	Raffle Draw Dates
Minor Raffle Draw winners	2 Gig APM USB	10 USBs every month	June 22 to July 31, 2011	1 st : August 1, 2011
			August 1 to August 30, 2011	2 nd : August 31, 2011
			August 31 to September 29, 2011	3 rd : September 30, 2011
			September 30 " October 30, 2011	4 th : October 31, 2011
			October 31 " November 30, 2011	5 th : December 1, 2011
			December 1, 2011 " January 6, 2012	6 th : January 7, 2012 (Grand Draw)

Grand Raffle Draw

16. All plans, testimonials and referrals will be included in the Grand Raffle Draw and will get a chance to win an iPad 2. Only one (1) Grand Prize Winner will be drawn via electronic raffle.
17. Another iPad 2 will be given away to the ' guv wkp"rcpi " guvo qplc"rcpi "crtfj g"xcrf "vguvo qplc"rcpi entries. Philam Life will judge the testimonials based on the following criteria:
 - a. Overall Content and Impact (50 %),
 - b. Originality (30 %), and
 - c. Creativity, Organization and Style (20 %)
18. lppgtu"qtlvj g" "Uj kw"ctg"uvalsvcrkkgf "q'y kp"lp"vj g" quv kngf "ecvgi qt "cpf "ctg"uvalgnc kdrq"rcpi the Minor and Grand Draws.



19. Participants may win more than once throughout the promo period but for different categories/ instances as stated below:
 - a. Most Liked Ucpc " rcp"y lppgt"qf"k qf "Uj wtrg "or Most Liked wkp"rcpi " guko qplcrl (winner of iPod Touch).
 - b. Minor Raffle Draw (winner of 2 Gig APM USB)
 - c. First 200 plans or 100 testimonials (winner of APM shirt)
20. p"vj g"gxgpVvj cVvj g" quv kngf "Ucpc "cpf" quv kngf " wkp"rcpi " guko qplcrlctg"qpg"cpf "vj g" uco g"r gtuqp."vj g" quv kngf "Ucpc "y kldg"lqthkkgf"cpf "qpn "vj g" quv kngf " wkp"rcpi " Testimonial will be acknowledged f " j g"pgzV quv kngf "Ucpc "f wtpi "vj g"grk kdrf" f cvg"qf"r ctvek cvqp" will be awarded the prize.
21. For winners who are OFWs and currently not in the country, their prizes may be claimed by any authorized immediate family member residing in the Philippines.***

*** Authorized family member must present a signed authorization letter from the OFW family member, along with two valid IDs and photocopy of each.
22. Prizes are not convertible to cash.
23. Philam Life and DDB Philippines have the exclusive right to determine the validity and eligibility of any entry.
24. Winners will be notified via phone call and email from a representative of Philam Life or DDB Philippines, with information on how to claim their prizes. Winners should claim their prizes within sixty (60) days from receipt of notification or the prize will be forfeited.
25. For Metro Manila and nearby Luzon winners, prizes can be claimed at the DDB Philippines Office, 16th floor, Two World Square, 22 Upper McKinley Road, McKinley Hill, Taguig 1634 or at the Marketing Department, Philam Life Building, UN Avenue, Ermita Manila. For Provincial winners, prizes can be claimed at the nearest Philam Life branch.
26. To claim prizes, winners must present the following:
 - a. Two (2) Valid IDs with photocopy of each.
 - b. Printed Email Confirmation Code."cu"ugpv"q"y lppgt u"go cklcf f tguu
 - c. For wkp"rcpi Testimonial winners, a policy contract must also be presented.
27. For proxies, the following must be presented along with the above requirements:
 - a. One (1) Valid ID with photocopy thereof.
 - b. Authorization letter as signed by the winner.
28. By entering the contest, all participants declare that they are the original and sole owner of the piece. Copyright of the winning entries shall be with Philam Life. Philam Life shall have the sole and exclusive right to feature any or all of the submitted entries in its discretion and in perpetuity.
29. Philam Life shall become the owner and have the full right to publish any of the entries submitted and to use the entries in any future advertising and promotional purposes in any medium (TV, Radio, Print, Out-of-Home, Digital) without payment or compensation to its writer and without limit as to the time and number of exposures.
30. The electronic raffle draw will be held at the Philam Life Office, 1440 Philam Life Bldg., UN Avenue, Ermita Manila or at the DDB Office, 16th floor, Two World Square, 22 Upper McKinley Road, Mckinley Hill, Taguig 1634, in the presence of an Insurance Commission or a DTI Representative.