

A vibrant, multi-colored powder explosion against a light blue background. The explosion is centered on the right side of the image, with colors ranging from purple and blue to red, orange, yellow, and green. The powder is captured in mid-air, creating a dynamic and energetic visual effect.

JTi | JOIN THE IDEA

Join The Idea photo contest



1 Take your picture

Two ways to proceed

Option (a): use a JTI iPhone and download the 'Join The Idea' app from the JTI app store to activate your photo

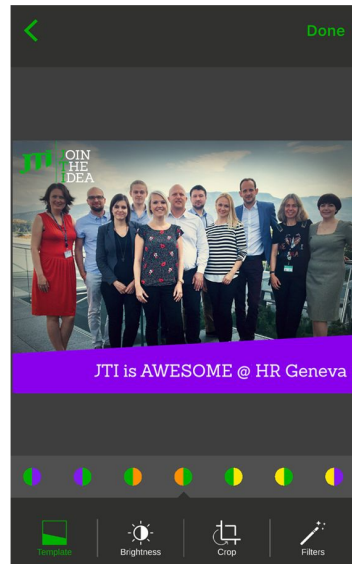


Option (b): use your private smartphone or camera and activate your photo with the attached templates

2 Edit your photo with a text

Add a description :

- What JTI is for you
- Your function/location



3 Upload on social media



as a public post on your personal profile

or

INSIDE
Join The Idea community

using #JoinTheIdea

4 Winners = top 3 most liked posts

Team event with \$500 budget
(lunch / dinner or drinks for the winning teams)



Our first prize winner will also receive a surprise VIP trip!



5 Best posts will be shared

Best posts will be shared:

- @ JTI social media
- @ Internal communication channels

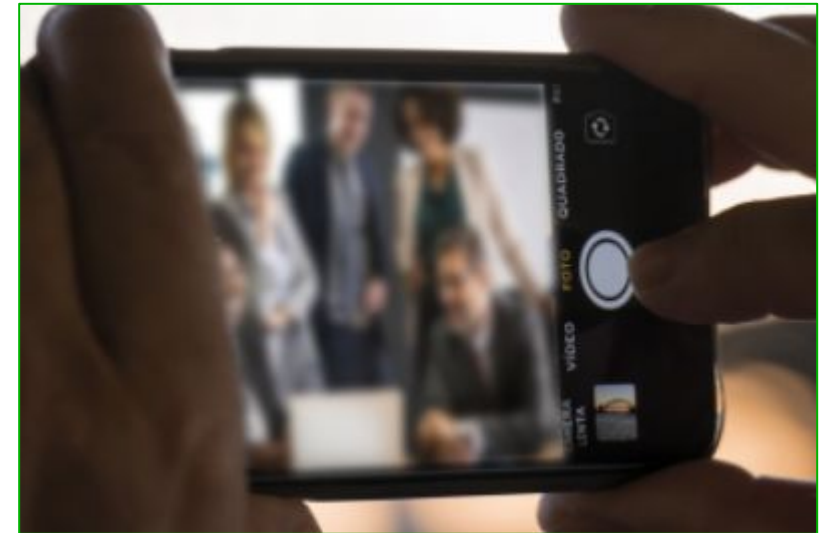


Join The Idea photo contest



A few key points...

- You can enter as individuals or as a team
- Make sure there are no JTI products, brands or brand imagery in your photo or in the background
- Make sure all team members are happy for you to share it on your social account(s) before posting
- If you don't have access to the Join the Idea app, you can use some of the template overlays in this PowerPoint presentation from slide 5 onwards
- Don't forget the official hashtags so we can track your entry: **#JoinTheIdea**
- The prizes will go to **the individual who posted the photo** and their team if featured. The VIP prize for the overall winner cannot be shared due to the nature of this prize.



Legal Disclaimer

Please do not advertise, promote, market or endorse our brands or products when using the Join the Idea materials. Please ensure that you have the rights to use the images and/or consents from every person in the photo. Also bear in mind that what is posted in social media is a public communication. Please use good judgement and do not publish confidential information.



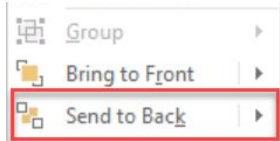
JOIN
THE
IDEA

Facebook templates

If you don't have a JTI iPhone, you can use one of the templates across the next slides to apply to the image.

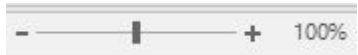
Simply paste your photo to the slide and align it with the template – if necessary, you can also crop the image to fit the template.

Right click on the photo and select “send to back”





To ensure you create the best quality final image:

1) Set your slide to 100% scale (bottom right of PowerPoint window)



2) Use any of these apps to take a screenshot

- Use Snipping tool  Snipping Tool
Desktop app
- Or Snagit  Snagit 2018

3) Save the photo

Text goes here

Text goes here

Text goes here

Text goes here



JOIN
THE
IDEA

LinkedIn templates



JOIN
THE
IDEA

Text goes here



JOIN
THE
IDEA

Text goes here



JOIN
THE
IDEA

Text goes here



JOIN
THE
IDEA

Text goes here