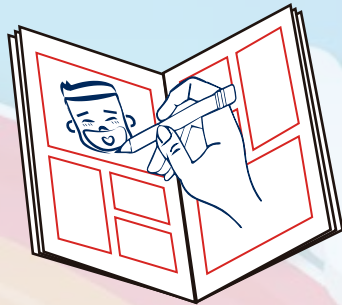




**“CREATIVITY IN THE HEART OF FINANCIAL EDUCATION”**

## AEIOU CHALLENGE 3

Create your **8-page Comic Booklet** based on the theme  
**“SMART FINANCIAL HABITS”**  
 and stand a chance to win **exciting prizes!**



### PARTICIPATION GUIDELINES

- The AEIOU CHALLENGE 3 is open to all Malaysian students in Primary 4 – 6 only.
- You may submit as many entries as you want. Only **ONE** entry will be accepted to qualify as winner.
- Only comic booklet with these measurements is allowed (Open: 21cm X 29.7cm; folded: 21cm X 14.8cm).
- Shortlisted participants will be invited to AEIOU Awards Ceremony where winners will be announced.
- Submit your entries before 15 September 2017.

For enquiries, please contact Alliance Bank:

En. Mohd Fauzi Zaid : 03-2604 3383  
 En. Abdul Rasid Nanwi : 03-2604 3392  
 Email : [aeiou@alliancefg.com](mailto:aeiou@alliancefg.com)

Best **Edu-Comic** Award  
 Best **Artwork** Award

Most **Creative Concept** Award  
 Audience **Favourite Edu-Comic** Award

Cash Prizes total up to  
**RM15,000**  
 + TROPHY + CERTIFICATE

Best **Storyline** Award  
 Best **Character Design** Award

Highest **School Participation** Award

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# ALLIANCE BANK

Alliance Bank Malaysia Berhad (88103-W)

## HOW TO JOIN



### STEP 1

Log on to the AEIOU Financial Comic Strip Challenge 3 website at <https://www.alliancebank.com.my/aeiou> to read the 8-part comics.

### STEP 2

Now, watch the AEIOU step-by-step tutorial to create your very own comic booklet.



### STEP 3

Create your comic booklet based on the following theme: "Smart Financial Habits". You must draw your comic on TWO pieces of folded A4 size drawing blocks (total 8 pages), excluding the cover.

### STEP 4

Be creative and add a cover to your comic booklet. Staple or bind them together.

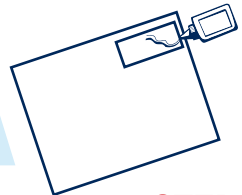


### STEP 5

Print out and complete the "AEIOU CHALLENGE 3 ENTRY FORM".

### STEP 6

Paste the form on the top right corner, behind your comic booklet cover.



### STEP 7

Finally, send your submission to us through your school teacher or mail it directly to us before 15 SEPTEMBER 2017.

# TERMS AND CONDITIONS OF AEIOU CHALLENGE 3

- These terms and conditions are the competition rules ("Rules") that applies to the AEIOU Financial Comic Strip Challenge 3 (the "Challenge"). By entering into this Challenge, participants agree to be bound by the terms and conditions stated hereunder.
  - Alliance Bank Malaysia Berhad and Spark Capital Development Berhad (the "Organisers") reserve their rights to cancel or amend the Challenge or any of its terms and conditions without prior notice.
  - In the event of any dispute on any matters relating to the Challenge, the decision of the Judge(s) shall be final and no correspondence, appeal or discussion shall be entertained.
- Qualifying Participants**
- The Challenge begins from 10 July 2017 until 15 September 2017 (both dates inclusive).
  - This contest is open to all Malaysian students in primary 4, 5 and 6.
  - Participants who are directly related to the employees or immediate family members of Alliance Bank Malaysia Berhad or their organising partners are not eligible to participate in this Challenge.
  - All entries are required to be created on 2 A4-size drawing block paper (size 21cm X 29.7cm), excluding the cover. Each A4 size drawing block is to be folded into half with the measurement of 21cm X 14.8cm.
  - All entries are to be based on the following theme, Smart Financial Habits (the "Theme").
  - Captions or dialogues within the comic strip entries shall be in English or Bahasa Malaysia language.
  - All entries are to be attached with a complete contest form which can be obtained from the AEIOU microsite (<http://www.alliancebank.com.my/aeiou>). The contest form is to be printed out and pasted on the top right corner on the back of the comic booklet cover.
  - Each participant may submit multiple entries, however only one (1) entry shall be accepted to qualify as winner. Each entry shall be attached with the duly completed contest form.
  - All entries must be an original creation and created by the participants only. In the event there is any doubt/question/certainty in the originality of the artwork submitted, the Judge(s) decision shall be final.
- Judging Criteria**
- The shortlisting process of all entries will be conducted by selected panel of judges, which consists of industry experts, Alliance Bank Malaysia Berhad representatives and AEIOU organising partners.
  - The entries to be shortlisted will be judged on the following criteria:
    - Creativity (25%) – How the entry incorporates or reflects the theme of the Challenge.
    - Content (25%) – How the entry can clearly explain the theme of the Challenge and how well the content resonates the readers.
    - Artwork (25%) – How well the character(s) in the entry is illustrated and the overall presentation of the entry.
    - Storyline (25%) – How the entry can clearly describe the plot of a story and how creative the narration is.
  - Shortlisted participants will be invited to the AEIOU Award Ceremony. In the event where one of the shortlisted participants is unable to attend the AEIOU Award Ceremony, the next shortlisted participant will be invited instead.
  - All shortlisted participants will be notified through their respective school and contact number stated in the contest entry form.
  - The duly completed drawings and contest entry form can be submitted via the following methods:
    - Through the representative (school teacher) from each participating school OR
    - Mail to the following address:  
**The AEIOU Challenge 3**  
 No.16A, Jalan PS9/1, Prima Selayang, KM 15 Jalan Ipoh, 68100 Batu Caves, Selangor Darul Ehsan, Malaysia.
  - All entries must reach the Organisers via the stated methods above NO LATER than 5pm on Friday, 15 September 2017. Any entries received after the specified time will not be accepted.
  - Proof of posting cannot be accepted as proof of delivery. The Organisers will not be responsible for any entry that does not reach within the specified time as stated in Clause 18 above.
  - Any entry which does not comply with any of the terms and conditions stated herein or tarnished WILL BE DISQUALIFIED AUTOMATICALLY, without prior notification.
  - Any person who has won the Grand Prize, 1st Runner-Up and 2nd Runner-Up in the previous AEIOU Challenge (Season 2) may not qualify as a winner.
  - By participating in the Challenge, the participants agree that all entries shall belong to Alliance Bank Malaysia Berhad. Alliance Bank Malaysia Berhad can choose to use the entry in any manner it may deem fit at its absolute discretion in any of its promotional or educational activities without prior notification to the participants.
  - The Contest Terms and Conditions are prepared in several languages. Should there be discrepancies between any versions of the published Contest Terms and Conditions, the English version of the AEIOU Terms and Conditions published on [www.alliancebank.com.my/aeiou](http://www.alliancebank.com.my/aeiou) shall prevail.
- Prizes**
- Prizes for the winners are as follows:
    - The Best Edu-Comic Prize winner will receive RM5,000 in cash, trophy & certification
    - The Best Artwork Prize winner will receive RM1,000 in cash trophy & certification
    - The Best Storyline Prize winner will receive RM1,000 in cash trophy & certification
    - The Best Character Design Prize winner will receive RM1,000 in cash, trophy & certification
    - The Most Creative Concept Prize winner will receive RM1,000 in cash, trophy & certification
    - The Audience Favourite Edu-Comic Prize winner will receive RM1,000 in cash, trophy & certification
    - The school with the highest participation will receive RM5,000 in cash.
  - All winners will receive their prizes during the prize giving ceremony at the AEIOU Award Ceremony.
  - By participating in the Challenge, the participants shall be deemed to have granted Alliance Bank Malaysia Berhad the exclusive permission to use their names, photographs, voices, and likeness in connection with the promotion of this and other contests and waives any claims to royalty, right, or remuneration for such use.
  - By participating in the Challenge, the participants shall be deemed to have read, agreed and accepted the terms and conditions contained herein and shall be bound by the same.



# ALLIANCE BANK

Alliance Bank Malaysia Berhad (88103-W)



## AEIOU CHALLENGE 3 ENTRY FORM

Full Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Age: \_\_\_\_\_ School Name: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian I/C No.: \_\_\_\_\_ Contact No.: \_\_\_\_\_ (H) \_\_\_\_\_ (M)

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ State: \_\_\_\_\_ Email Address: \_\_\_\_\_

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