



## Free Up Campaign (2017) Frequently Asked Questions

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**Service Type:** Prepaid, Postpaid and Play Promotion

**Market:** St. Kitts & Nevis

**Promotion Launch:** 9<sup>th</sup> June, 2017

**1. What is Digicel's Free Up Campaign?**

This campaign will give customers Free service for a year on prepaid, postpaid and Digicel play.

**2. Who can take part in Digicel's Free Up Campaign?**

All Digicel customers whether prepaid, postpaid or play can take part in the Free Up campaign

**3. How do I qualify for Digicel's Free Up Campaign?**

- Prepaid – activate a Quick Pick Plan or any regular Data plan
- Postpaid – sign up for a new postpaid plan or pay bill in full and on time
- Digicel Play – activate a bundle package or zero bill balance

**4. How many winners will there be in Digicel's Free Up Campaign?**

There will be nine (9) winners weekly in this campaign. 5 prepaid, 2 postpaid and 2 Digicel play customers.

**5. How will winners be notified?**

Winners will be called live on air on Freedom FM during Digicel's Entertainment Buzz programme on Friday afternoons at 3pm.

**6. Can I win more than once?**

No, customers cannot win more than once.

**7. How long will this promotion run for?**

This promotion will be launched June 9<sup>th</sup>, 2017 and will have its first set of winners on June 16<sup>th</sup>, 2017. The promotion will run until the end of August.

**8. Is there a cap on the services to be won in Digicel's Free Up Campaign?**

Yes, there is a cap on prizes.

- Prepaid – topup winners will win \$50 credit monthly whereas data plan activation winners will win the plan the previously activated for a year. Eg: if they activated a 1 week plan they will win a 1 week plan for the year.
- Postpaid – postpaid winners will get up to \$150 written off their bill.



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- Digicel Play – play customers will receive up to \$110 monthly towards their service

**9. Can the winnings roll over if the customer does not use all?**

No, winnings will not roll over. If the postpaid customers do not use up the \$150 credit towards their bill the balance will not roll over to the following month.

**10. Where can I download the My Digicel App?**

Customers can download the app for FREE from their App Store.

**11. Do I need to activate a Quick Pick plan to qualify?**

Customers can activate a Quick Pick plan or a regular data plan to qualify. It can be activated in the My Digicel app or on UMM by dialing \*141#.

**12. How will I receive my prize if I win?**

Customers who win will have their prizes applied directly. Prepaid customers will be notified via text message and postpaid and play customers will have their bills emailed to them.