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MAJOR EVENTS

Illegal promo for Choco Hills warned

By KIT BAGAIPPO

A support group of the global search for the world's New 7 Wonders of Nature is warning private and commercial firms from engaging in a campaign for Chocolate Hills without sanction from the organizers.

Unauthorized promotions using the New 7 Wonders campaign would cause in another disqualification of Bohol's nominee, the world-renowned hills.

Dr. Oscar Galang, lead organizer for the Chocolate Hills Support Committee based in the United States, relayed to the Chronicle the official rules concerning private and commercial companies supporting nominees to the New 7 Wonders tilt.

Galang cautioned business groups to observe the rules as an airline company is currently carrying the Chocolate Hills campaign by painting it on their aircrafts that are serving international flights.

Under the terms of nominees' participation agreement, an official candidate of the New 7 Wonders of Nature campaign "can only promote and communicate using public, national and governmental support."

As a general rule, any form of marketing, communications, advertising, promotions and initiatives with any form of support by private and commercial companies is not allowed by the organizer - the New 7 Wonders Foundation.

Promotions by commercial firms are only permitted through a license with the foundation, the rules state.

Violating the rule would automatically disqualify the Chocolate Hills from the campaign.

The Chocolate Hills was reinstated in the list of official nominees last Tuesday retaining the votes gathered before it was de-listed almost two weeks ago.

The de-listing dropped the Chocolate Hills' ranking from the 6th spot down to its current 9th place.

According to the N7W Foundation, its policy is designed to "ensure that private companies are officially licensed and make a fair contribution to the costs and resourcing of the entirely self-funded global campaign, from which [the] companies can receive significant positive advertising, promotional, commercial and image benefits."

The foundation said that commercial and private companies who want to support the Chocolate Hills can either acquire license as an Official Nominee Supporter (ONS) and for a Nominee Supporter Advertising (NSA).

As ONS, the company has a right to use N7W logo in advertising and messages, in all media of the nominating country for an agreed period of time.

The ONS company also gets advertising space at the N7W website.

For a company which has acquired NSA, it can only advertise in the foundation's website. Promotions or advertising outside the website is prohibited.

"Companies that advertise, promote or communicate an association with an official nominee that are not contractually licensed by N7W will risk the disqualification of the nominated natural site," the rule said.

Advertising agreements can be acquired through the N7W website www.new7wonders.com.