

# NETENT



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Licensed by Hasbro. A CASINO SLOT GAME

# Twister Guidelines

**Guidelines for Licensee's Use of NetEnt and Hasbro's respective logos, trademarks, service marks and copyrighted content in connection with NetEnt's Twister.**

**Any use of the Twister IP for commercial purposes, without the prior written approval and consent from the Evolution Marketing Team and Hasbro shall be infringing and violating the intellectual property rights of NetEnt, Evolution and Hasbro. Any use of Twister shall be prohibited, unless expressly authorised in writing by the Evolution Marketing Team and Hasbro.**

## WHICH MATERIALS REQUIRE APPROVAL?

Any materials that mention or display Twister should be submitted for approval.

This includes all copy, artwork and videos to be used on your own casino site/s and in any marketing campaigns, as well as any content for use on external sites, social media and anywhere else.

### Process of submission for approval

- Send an email with your attachments/information to your Evolution Key Account Manager and to Evolution's Marketing Department (marketing@evolution.com)
- Mark in the email subject line 'Twister MKT Assets for Approval'

### Please ensure you include the following:

- Marketing content (this includes all artwork, copy including any content for websites, social media, advertising campaigns. If there are multiple files, please send as a ZIP)
- Indicate where the artwork will appear (owned or non-owned media, on-site or offsite, mailers, affiliates, etc.)
- Indicate if the player will see it before or after log in
- Include all relevant URLs of your casino site/s and anywhere else the content will appear
- If the content will appear on social media, it must be behind an 18+ or 21+ filter.

## APPROVAL PROCESS AND TIMELINES

- Once submitted, Evolution's Marketing Department will review and then assign for on-wards approval to the right owner
- Approvals can take up to 10 business days
- It is important to bear in mind that if you receive feedback rather than approval, the clock is reset in terms of feedback or approval time-frames
- In the event that you haven't received a response, the proposed use shall be deemed as non-approved and therefore not permitted to be used



- Approvals and comments will be sent back to you with your Evolution Key Account Manager in copy who will manage any feedback and follow-up with you
- Please only get in touch for updates if the approval timeframe has passed
- The approval and feedback is only relevant to the submitted content. If you amend or make changes to previously submitted content, this begins the process once again and a new approval is required

**There are four types of responses to a submission:**

- Approved – The content is approved and can be put live
- Approved with changes – The content is approved only if the changes proposed are made, no re-submission is necessary
- Rejected – Re-submission – The content requires large changes and a re-submission will need to be made to be compliant
- Rejected – The content has been rejected and cannot be used.

**USE OF THE TWISTER LOGOS**

There are two versions of the Twister logo:

- Please ensure the game logo is always an exact copy of the game logo made available in the Evolution Client Area



**LEGAL DISCLAIMER**

There are two different legal disclaimers that should be used in all materials (whether that is artwork, website pages, social media posts and so on) that reference Twister. The legal lines are as follows:

- Short legal line – to be used for smaller artwork:

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- Full legal line – to be used whenever there is room to display it:

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## INFORMATION REQUIRED

Give as much information as possible about where your content will be placed and in which countries.

Clearly identify submissions (break into two groups) as items that will be used on your casino site and items that are proposed for use outside of the specific gambling sites.



### On casino site/s

- Provide URLs to your casino site/s
- State whether players see this before or after log in

If before log in:

- You can only use the versions of the thumbnail without Twister characters
- In no instances can you use the Twister Spinner and Twister Mat due to ASA guidelines
- Add the 18+ Gamble Aware logo.

If after log in:

- The use of the Twister Characters, Twister Spinner and Twister Mat are acceptable after log in for all markets as you have verified already that the players over 18.



### On external site/s ( including social media, programmatic banners and all other external sites )

Social media

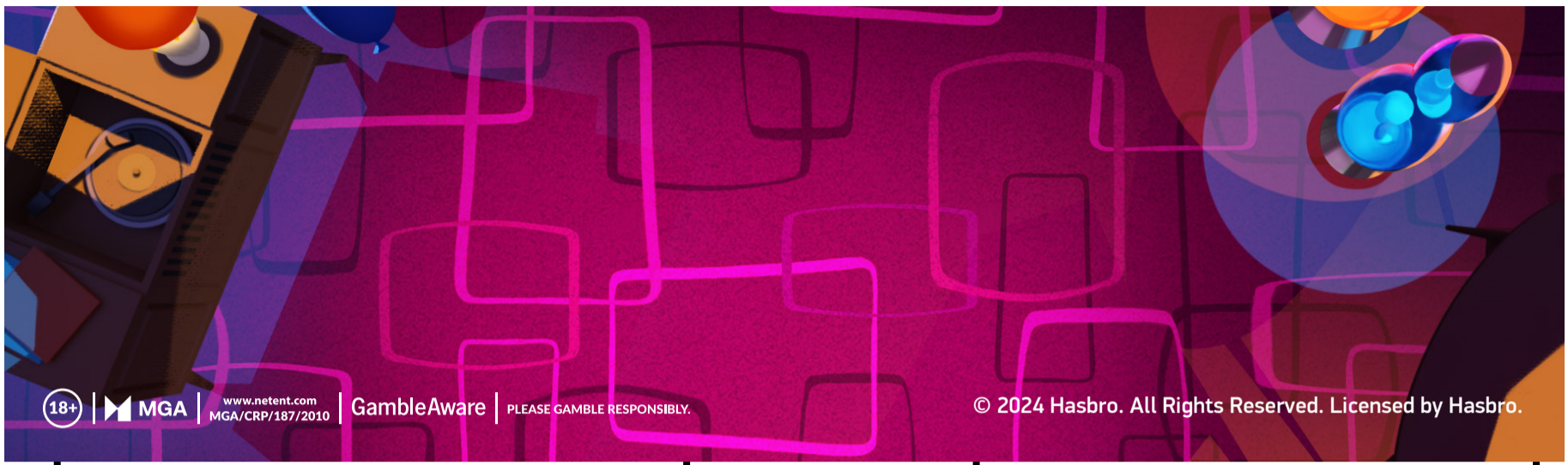
- Provide URLs to the social media sites
- The content must be behind an 18+ or 21+ filter

Programmatic banners

- List some of the sites so that Hasbro can evaluate if it could come into the path of any minors/children
- To ensure it is clear this is a gambling game, anytime you create assets for external use, then add the following text after the legal disclaimers: 'A CASINO SLOT GAME' and the 18+ Gamble Aware logo
- If you are in a market which does not allow for the use of the word 'Casino' this line may be amended to 'A SLOT GAME'

**All items should show gameplay as we are promoting Twister the slot game not Twister in general.**

## VISUAL EXAMPLE



18 + Filter and Responsible Gambling Tagline

SHORT LEGAL LINE

## COPY CONTAINING THE WORDS TWISTER

Any copy that mentions Twister must be submitted for approval. Please ensure that this is submitted in a document via email.

Similarly, under any copy the legal disclaimer should be used, and please ensure, before submitting for approval that:

- The copy focuses on themes of excitement and interactivity that mirror the original Twister game.
- Use language that conveys the dynamic and energetic nature of the game.

## USE OF THE TWISTER SPINNER AND TWISTER MAT

Use of the Twister Spinner and Twister Mat should be kept to a minimum in all instances due to the above-mentioned fact that that this is a gambling game.



- In video, any time we show the Twister Spinner or Mat it should only be displayed briefly and this must only be shown in 20% or less of the overall video
- To ensure it is clear this is a gambling game, anytime you show the Twister board and Mat then add the following text after the legal disclaimers: 'A CASINO SLOT GAME'
- If you are in a market which does not allow for the use of the word 'Casino' this line may be amended to 'A SLOT GAME'

## VIDEO GUIDELINES

When creating video content for approval :

- Add **'A CASINO SLOT GAME'** in caps by legal line
- If you are in a market which does not allow for the use of the word 'Casino' this line may be amended to **'A SLOT GAME'**
- The legal line does not need to be on a solid background, but does need to be visible
- If the asset will be shown on social media, it will also need to show the BeGambleAware 18+ logo



## GENERAL GUIDANCE

Please ensure you plan accordingly when it comes to marketing branded content and allow enough time to get your content signed off

- If any ads or marketing materials are found to be live that have not received explicit Evolution approval in accordance with these guidelines, it is non-compliant with the terms of the license agreement and must be removed immediately as this is a breach of the license agreement
- Avoid mixing brands across licensors or mix logos within brands – such artwork will be rejected immediately
- Always defer to a gentle and civil tone of voice for Twister related materials
- Save from what is provided in the license agreement and these instructions, there are no written rules around exclusion zones or how to use the Twister related assets. Each artwork piece needs to be submitted for approval by as set forth herein and it is at the right holder's discretion to approve any items for use
- Sign-off is for the English language version only and all partners are trusted to utilise certified translation partners for accurate representation of what is approved

