

Canon

Delighting You Always



PRINT *that*
Made **YOUR DAY**

Contest Playbook

Your complete guide to participate in
the #MyPIXMACreation contest



CONTEST OVERVIEW

Print That Made Your Day celebrates the little moments where a print brings joy, love, inspiration, convenience, or meaning to your life or someone else's.



CONTEST DURATION

1ST SEPT, 2026 - 30TH SEPT, 2026

CONTEST OVERVIEW

**YOUR PRINT STARTS WITH
AN IDEA...**

Turn that idea into a print that:
Means something to you.
Reflects how it made your day
Has a story behind it.
Is worth sharing.

**Every print has a story.
We want to know yours.**



HOW TO PARTICIPATE?

01

PRINT THAT MADE YOUR DAY

Print a photo, artwork, memory or anything that made your day or someone else's.



02

CREATE YOUR REEL

Show us your print & tell us the story behind why it is special to you or the person you gifted it to.



03

POST THE REEL

Post the reel on your public Instagram/Facebook account.
Tag: @canonindia_official
Use: #MyPIXMACreation
#CanonPrinterContest.



04

SUBMIT YOUR ENTRY

Copy your posted reel link & submit it through the official #MyPIXMACreation Contest Microsite.





HOW WE SCORE YOUR ENTRY?

To make the judging process simple and fair,
entries will be scored on a clear 30-point system.

SUBMISSION CRITERIA [10 POINTS]

Valid Entry Submission (3 Points)

Submit your reel correctly through the official contest microsite.

Contest Timeline (2 Points)

Reel must be posted on public Instagram/ Facebook account and
submitted on the microsite between 1st - 30th September, 2026.

Hashtags (3 Points)

Use #MyPIXMACreation #CanonPrinterContest

Canon Tag (2 Points)

Tag the official Canon India Instagram account
@canonindia_official



THEME & STORY

[10 POINTS]

Theme Relevance (4 Points)

Clearly connect your reel with the contest theme.

Print integration in the Reel (3 Points)

Show your newly created print and make it a part of your story.

Story Clarity in the Reel (3 Points)

Tell us what you printed, why you printed it, and how it connects to the theme.

STORYTELLING & CREATIVITY

[10 POINTS]

Strong Start (2 Points)

Grab attention and introduce your idea early.

Story Flow (2 Points)

Make your story easy to follow from beginning to end.

Creative & Original Execution (3 Points)

Bring the theme to life in your own unique way.

Video Quality & Format (3 Points)

Use 9:16 vertical format with clear visuals, audio and readable text.

Note: Canon encourages complete creative freedom. Participants are free to tell their stories in their own style while meeting the above evaluation criteria.

REWARDS

**1 GRAND
WINNER**

WINS AN IPHONE 17*

&

**TOP 20
WINNERS**

TO RECEIVE

**GIFT VOUCHER
WORTH 5000/-***

THINGS TO REMEMBER

Your social media account must remain public until the winners are announced.

Make sure your newly created print is an important part of your story. Tell us what you printed and why it makes your day.

You must tag **@canonindia_official**

Use all mandatory hashtags.

Multiple entries are allowed.

Only original content is permitted.

Any content that is entirely AI-generated will be disqualified.

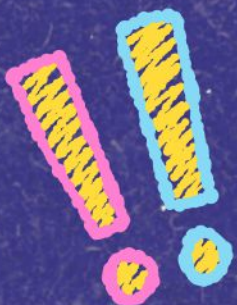
Canon reserves the right to disqualify entries that do not follow the contest.



TIE BREAKER CLAUSE

In the event of a tie for any winning position, the concerned entries shall be anonymized and evaluated by the Canon India Private Limited team through an internal voting process. The entry receiving the highest number of votes shall be declared the winner.

In the event that a tie persists following such evaluation, the final decision shall rest solely with Canon India Private Limited, whose decision shall be final and binding on all participants. a tie persists following such evaluation, the final decision shall rest solely with Canon India Private Limited, whose decision shall be final and binding on all participants.



GENERAL CONDITIONS & DISCLAIMER

All entries must comply with the contest guidelines and submission requirements. Canon reserves the right to disqualify any entry that does not adhere to the stated rules. All decisions made by the organizing team shall be final and binding.

By participating in this contest, you agree to allow Canon India Pvt. Ltd. to use, publish, share, reproduce, and promote your submitted content, name, and contest-related information for marketing, promotional, communication, and advertising purposes across Canon-owned and partner channels, without any additional compensation.

