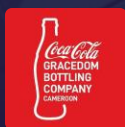




# CONTEST OVERVIEW

THE MIX ULTIMATE XPERIENCE



casers  
group

MW DDB  
Cameroon

L'abus d'alcool est dangereux pour la santé, **consommer avec modération**





# THE STORY BEGINS

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This December, there's that unique vibe: the lights, the laughter, the reunions

This year, MUX wanted to go further. We wanted to turn those spontaneous moments into unforgettable memories.

That's how "Sublime ton Décembre" was born: a challenge where everyone can tell their own story, their own way of experiencing the holidays...

Always with a fresh MUX touch.



# THE CONCEPT IS SIMPLE

## Step 1

### REGISTRATION & CONTENT CREATION

From December  
13 to 20, 2025

## Step 2

### ENGAGEMENT & ANIMATION

From Décembre  
21 to 31, 2025

## Step 3

### RESULTS ANALYSIS PRIZE GIVING

From Janvier  
05 to 10, 2026



After subscribing to the official MUX accounts and registering on the page [www.themux.events](http://www.themux.events), you take your phone, film yourself, and show how you are making your December special with MUX drinks.

It could be a party with friends, a moment with family, a chill solo vibe... it doesn't matter. As long as you're there, creative and authentic, and MUX is part of the story.

You create a video between 15 and 90 seconds. You post it on your TikTok account, set to public, with the hashtags **#Muxcocktails** **#muxchallenge** **#sublimezl'expérience**, tagging **@muxcoktails**. Then... you let the magic happen.



# WHO CAN JOIN THE ADVENTURE?

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This adventure is open to everyone who shares the MUX spirit:

people aged 21 and over, lovers of good vibes in Douala, Yaoundé, Bafoussam, Dschang, Bagangté, Foumban, Sangmélina, Bamenda, Buea, Limbe, Kribi, Edéa, Bertoua, Ebolowa, Sangmelima, Obala, Bafia, Ngaoundéré, Garoua Boulai.

But in every story, there are rules to avoid going off track: no excess, no dangerous scenes, no disrespectful content.

Your moment has to be real, sincere, and truly yours!

## 21+ YEARS OLD AND LIVING IN CAMEROON IN ONE OF THE PARTICIPATING CITIES



# COMMENT **TON HISTOIRE** FERA LA DIFFÉRENCE ?



Ici, ce n'est pas un jury enfermé dans une salle qui choisit. Ce sont les gens. Ceux qui te suivent, ceux qui découvrent ta vidéo, ceux qui réagissent à ton moment. Plus ta vidéo génère d'engagement (vues, likes, partages, commentaires), plus tu te rapproches du sommet. Et si jamais deux histoires se valent, ou que certaines semblent douteuses, MUX se réservera le droit de vérifier pour protéger l'équité.





# WHAT YOU CAN WIN

The winners will be contacted directly.  
And their story might just become... one of the  
most beautiful moments of this December.



**150 000** FCFA

**+ 05 PALLETS  
OF MUX**

**100 000** FCFA

**+ 03 PALLETS  
OF MUX**

**50 000** FCFA

**+ 02 PALLETS  
OF MUX**





wishes you

GOOD  
LUCK!

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@muxcocktails



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