

SPECIFIC GUIDELINES PACK



This document acts as a guide to the specific considerations and undertakings for your potential attempt on the Guinness World Records™ category and is used in conjunction with the Record Breakers' Pack, which outlines the evidence required to prove your attempt's success. This should be read and understood by all concerned with the record attempt prior to the attempt – this includes every participant, organiser and witness.

These guidelines are specific to your attempt and **must** be followed. Should any guideline be contravened, your attempt will be disqualified, without any right of appeal.

Please note that, as detailed in the Agreement Regarding Record Attempts, these guidelines in no way provide any kind of safety advice or can be construed as providing any comfort that the record is free from risk. Guinness World Records will not accept responsibility for the safety of participants or bystanders in any record attempt. It is your sole responsibility to ensure that all necessary safety precautions are in place and that all equipment used is suitable and thoroughly checked prior to the record attempt taking place and in compliance with any and all local health and safety laws and regulations.

MOST BRANDS ADVERTISING ON ONE SINGLE BILLBOARD

DEFINITION OF RECORD

This record is for the highest number of companies advertising on one single billboard.
This record is measured by the total number of companies or brands featured in an advertising billboard.

GUIDELINES FOR 'MOST BRANDS ADVERTISING ON ONE BILLBOARD'

1. Any form of company, business organisation, including non-profit or governmental organizations and brands are accepted within the context of this record.
2. A brand can be a product, service or business and it can take many forms, including a name, sign, symbol or a phrase. Two brands belonging to the same group are counted as individual entries.
3. For the purpose of this record all companies must advertise on a single physical billboard, which is defined as is a large outdoor advertising structure/board.
4. The billboard must be situated in a public area.
5. The size of the board is irrelevant for the record but its total area must be submitted as additional information with the record documentation.
6. Any advertising style is acceptable for this record (images, print, three dimensional figures, etc.).
7. All trademarks and/or logos of all advertising brands must be explicitly printed on the board to be counted towards the total.
8. All relevant local regulations regarding the billboard size, position and type of products advertised must be followed.
9. The billboard must be conceived as an advertising project, which contributes to promoting a number brand simultaneously, rather than an academic exercise. Therefore GWR reserves the right to assess the authenticity of the advertising criteria before awarding the record.
10. Evidence must be submitted that all advertising companies have paid a fee to the owner of the billboard to be featured in it.

GENERAL GUIDELINES

- The name of the organisation, company or person(s) making the attempt must be given, along with the date and place.
- A list of all companies and brands must be submitted.
- The event should take place in a public place or in a venue open to public inspection.