Kogan Puts Up $1,000,000 Bounty for World Cup Tipping Maestro

Wednesday 28 May, 2014

Online retailer Kogan.com has today announced a $1 million (£550,000) prize for anyone who can successfully predict the results of the 2014 FIFA World Cup.

It's free for residents of England to enter and takes just a few minutes:

www.brazilianmillion.com

Whoever correctly predicts the result of each game in the group stage, will be awarded the $1 million prize. Entry is free for everyone, with a limit of one entry per person.

Participants only need to guess slightly better than Paul the Octopus (from the 2010 World Cup) to win $1,000,000.

In addition to the million dollar grand prize, Kogan.com will also give the top five ranked entrants a £300 gift voucher and the next 50 will receive a £30 gift voucher.

Ruslan Kogan, founder and CEO of Kogan.com, is a huge sport fan in general, and wants more Brits to get involved this year.

“We've launched this competition to get more people involved. It's free to enter so everyone can have some fun, try and pick the winners of the group stage matches, and see how they match up against their mates!

“My mum was pretty shocked about me putting up such a huge prize for this. There's no doubt that it's going to be very hard to pick all of the results correctly. That's why there's such a massive prize to anyone who can pull it off.

“Of course we also stand to benefit from the competition. Massive sporting events are a huge driver of technology sales - if we can help build engagement around the World Cup and get more of England involved, then it's a win-win for everyone.

“All the info about how to enter is at brazilianmillion.com and the Kogan Facebook page. You can also use the hashtag #brazilianmillon to find out more or tell your friends.

“Enjoy the games and best of luck!"

Free submission for the Kogan.com Brazilian Million competition opens on 12:01am AEST May 27 with the final guesses due in at 11:59pm AEST June 11.

The Kogan.com Brazilian Million competition is limited to one million entrants. It is open to residents of Australia, New Zealand and England. Click here for full terms.

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Kogan is a designer, manufacturer and retailer of consumer electronics. Kogan's streamlined business model allows us to bring the latest and best consumer electronics and home appliances direct to the door of smart shoppers through kogan.com. We engage our customers through our blog, Facebook and Twitter, and release new products based on the feedback we receive. We believe there is always a better way to create and deliver the technology people want. We think technology can make the world a better place, and we want it more affordable for all.

Kogan has received many awards for success in Australian and International markets including:

BRW Fast 100 - 2010, 2011, 2012

Related Sectors:

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BRW Fast Starters - 2009, 2010
Deloitte Tech Fast 50 - 2011, 2012, 2013
Power Retail - Top 100 Online Retailers of 2014, rank 3
Australian Retail Association 2010 Retail Innovator of the Year
Virgin Australia Top Guns in Tech 2011
T3 magazine most influential people in technology
The Age Top 100 most influential people in Melbourne
Anthill Top 30 Under 30 Entrepreneurs
My Business 2010 Best Young Gun in Business
Ernst & Young Entrepreneur of the Year, Young Category, Southern Region

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