



Sweepstakes Marketing

RAVEN5

About RAVEN5

Unique as your customers. We're a niche marketing agency specializing in sweepstakes marketing. We work with brands, marketing agencies and public relations firms to create engaging and interactive contests and consumer experiences.

We do three things well. Planning, development and execution of contests & sweepstakes.

What's in a name? The raven is viewed as symbolic messengers that tell a story while the 5 represents the max time (in seconds) to capture the attention of a consumer.

One size does not fit all. We have the resources to create contests & sweepstakes for brands and agencies of all sizes. Creating fun, interesting and unique contests & sweepstakes that engage existing consumers and appeal to prospects is what we do.



Sweepstakes Services A to Z

Administration – Many brands do not realize the amount of administration that goes into running a successful sweepstakes. There's a lot of background work that must occur during planning, when the contest is live and in following up. We've worked with brands of all sizes and have the expertise to ensure there won't be any unpleasant surprises.

Bonding – Promotional contests and sweepstakes provide a cost-effective way to generate publicity and notoriety for a brand or product line. However, there are specific requirements for operating a contest or sweepstakes in certain states and provinces when the element of chance, prizing or the sale of products or services is present.

Compliance – Legal review will ensure your rules are written correctly and you're covered. Certain states and countries also require applications and bonds to be filed. As well, you'll need to complete final reports post-campaign for the IRS and/or local states depending on your campaign.

Customization – North American Brands and Agencies are often looking for something special, something out of the box. RAVEN5 is a supplier of large scale, national and international programs that are built to order.

Fulfillment – With professional prize fulfillment services, your business has one less thing to worry about when running a contest or sweepstakes. No need to worry about arranging for pickup of the prize(s), coordinating the delivery of a vehicle or booking a trip for your contest or sweepstakes winners.

Insurance – People love to participate in contests and you now have the opportunity to have your fans, customers and clients WIN BIG without spending big money yourself. Typically, an organizer needs to offer a large prize in order to attract participants. The issue/challenge occurs when the prize is won.

Sweepstakes Services A to Z

International – Our team can assist with international programs as requirements vary from country to country including language requirements, registration, taxes and more.

Platform – Other brands go custom because let's face it, their brand is unique. Our platform can be fully customized, whether it needs to look just like the brand website or match a specific campaign. Provide us with the creative and we'll develop it so that it looks as intended, otherwise leave it up to us and we'll fully design and develop your custom contest.

Prizing – Prizing is a critical step. Ensuring you have a product that is valuable to your email list and social following is a must. First you must identify your overall goal of running the contest. Then you must ensure that your prizing is something of value to the consumers.

Registration – A fair amount of administration goes into running a successful contest. We have experience filing in various states as well as the Régie des alcools, des courses et des jeux in Quebec, Canada.

Rules – A contest needs rules that are properly worded to avoid any legal issues before, during and after it's run. The rules should be properly vetted by a legal team before the contest is live.

Strategy – Contests are a tried and true way of building brand exposure and gaining precious eyeballs in today's attention-scarce world. However, there are so many businesses that need to work on their strategy before execution. With a proper strategy developed for your contest or sweepstakes you can ensure that it will run according to plan.

Translations – When running international contests it's important to ensure that rules are compliant and in the official language of the country as required. Our team has native translators located around the world that can localize your program and rules.

Sweepstakes Services A to Z

User flows – After our team outlines the program, we provide a high level flow of the steps the entrant will take from entry to completion as well as any optional steps before proceeding to wireframes and/or creative.

Winner selection – In addition to drawing a random name for prizes at the end of a sweepstakes our team notifies the potential winner(s), confirms eligibility and completes necessary release and local tax forms as required.

Wireframes – Depending on the type of program required, our team can provide detailed wireframes as a guide to your design team to ensure that the elements are built to spec. Additionally, when building fully customized experiences our team will provide wireframes in advance of creative mockups to confirm the functionality and user experience.



Sweepstakes Programs – Form Entry

A templated form entry layout that allows for faster turnarounds. Includes a standard entry form. Our team can provide full specs and wireframes to design teams to build their own elements or leave it to us.

Basic entry steps follow in this order:

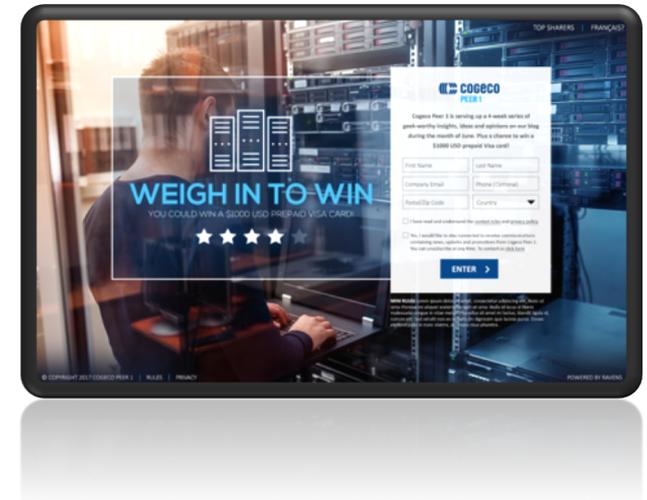
Opt-in form – ability to utilize PURLs (personalized URLs) to pre-populate forms

- a. coupon selection – optional
- b. survey questions – optional (1 per page)
- c. sharing – share tracked URLs to primary social networks and email
- d. exit – provide a thank you message, print coupons, provide exit links and/or direct users back to sharing step

+ Leaderboard – encourage friendly competition and drive sharing by awarding points for referral entries when friends and family enter via your unique share link. Each point could equal one additional entry or be used as part of a top-sharers prize.

+ Autoresponder – can include autoresponder emails upon exit containing selected coupons or other program information. Standard information is collected such as name, email, gender, year of birth, postal/ZIP code and agreement to rules as well as marketing opt-in.

+ Customization – adds to the standard form entry above with the ability to also fully customize the user experience (layout design) as well as the order of steps (opt-in form must be step 1). Additional information can also be collected on opt-in such as full address, company name, phone number, etc.



Sweepstakes Programs – Instant Win

Also known as a “spin to win” as some programs utilize animated wheels of fortune or slot machine visuals of scrolling prizes. Quantities of various prize types are assigned a percentage to win and upon entry form submission the system provides an instant win notification.

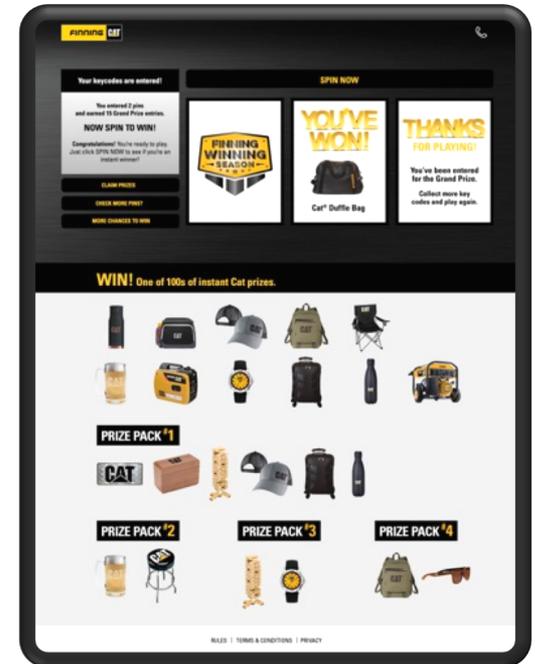
+ **Pin codes** – pin codes can be created in various formats (alphanumeric, various lengths, prefixed or suffixed for tracking/usage) and pre-assigned to winning keys. The pin codes can be distributed digitally or via print. Digital pin codes are pulled at random upon visiting the customized microsite. With pin code utilization, specific actions such as displaying a different survey questions based on pins entered can be added.

+ **Survey** – add a survey that is displayed prior to instant win notification. This can be limited to being shown once per unique email address, and once completed, hidden from subsequent visits. Can also be incorporated into the dashboard or login as a 1-time survey during sign up.

+ **Login** – adds login/password functionality to your instant win program to allow for an intuitive user experience with faster redemption of pincodes. Once a user has visited the site and made a profile, subsequent visits wont require opt-in details again.

+ **Dashboard*** – add a dashboard interface to your instant win program allowing entrants to keep track of entries earned and prizes won, deliver important information or display banner ads

*Dashboard requires login



Sweepstakes Programs – Photo & Video

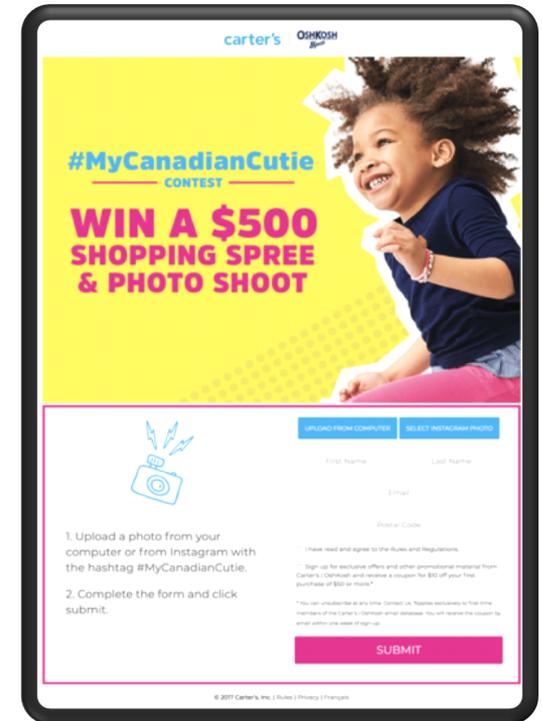
Submission and upload of photos and/or videos with a public or private gallery option. Ability to include voting on submissions. Include hashtag entries from social networks such as Instagram and Twitter. Moderation is extra.

+hashtag entry (Instagram/Twitter) – add the ability to accept entries via single network (Instagram or Twitter) or multi-network (Instagram and Twitter) without the entrant ever having to visit your microsite to opt-in to a standard form.

+ gallery – adds a public gallery to display live submissions automatically, this can be a combination of all types of photos, videos and text.

+ voting – adds the ability to encourage and collect votes, awarding the top voted or providing additional entries. Collection and voting phases can be utilized whereas the first phase for submitting photos and the second phase for voting.

+ moderation – our team can ensure that entries aren't automatically displayed until they've been approved based on criteria and overall decency



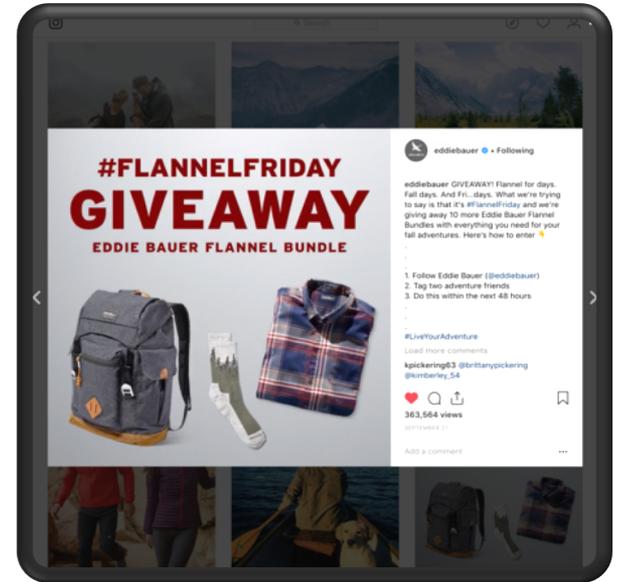
Sweepstakes Programs – Comment to Win

Encourage engagement on social channel(s) by asking users to comment on specific brand post(s). All comments are tracked/gathered for export. Images/videos collection is specific to Facebook.

+ **multi-network** – select multiple posts from up to four networks (Facebook, Instagram, Twitter and YouTube) at the same time

+ **Twitter** – collect entries based on retweets of a post, followers of an account or replies and mentions

+ **collect image / video comments on Facebook**

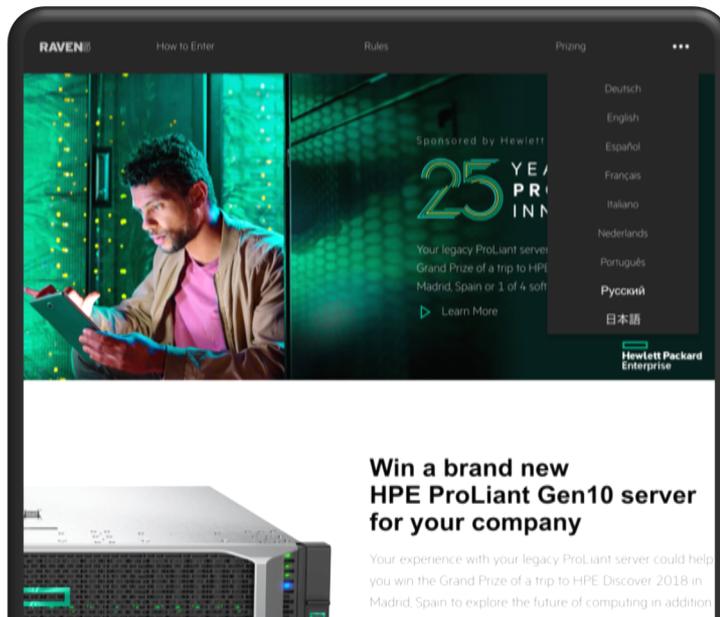


Sweepstakes Programs – International Programs

If you think that sweepstakes laws can be confusing and expensive to adhere to in the US, just try running an international sweepstakes or contest. Countries have various definitions of what can and cannot be run. Certain countries do not all allow games of chance (sweepstakes) or games of skill (contests). In addition, countries may require one or more of the following: registration and fees, bonding or insurance, taxes paid in advance, taxes withheld by the sponsor or paid by the winner or even translation of all materials including rules into specific local languages.

To the right is a list of what countries currently (as of October 2018) allow a game of chance (sweepstakes) or game of skill (contest). Should you be interested in learning more about running an international program or have a specific country in mind, give us a shout.

Country	Sweeps	Contest
Australia	✓	✓
Belgium	✗	✓
Brazil	✓	✓
Canada	✓	✓
China	✓	✓
Czech Republic	✓	✓
Denmark	✓	✓
Egypt	✓	✓
Estonia	?	✓
Finland	✓	✓
France	✓	✓
Germany	✓	✓
Hungary	✓	✓
India	✓	✓
Ireland	✓	✓
Italy	✓	✓
Japan	✓	✓
Latvia	✓	✓
Lithuania	✓	✓
Luxembourg	✓	✓
Mexico	✓	✓
Netherlands	✓	✓
New Zealand	✓	✓
Norway	✓	✓
Peru	✓	✓
Philippines	✓	✓
Poland	✓	✓
Puerto Rico	✓	✓
Qatar	?	?
Romania	?	✓
Russia	✓	✓
Saudi Arabia	?	✓
Singapore	✓	✓
Slovakia	?	✓
South Africa	✓	✓
Spain	✗	✓
Sweden	✗	✓
Switzerland	✓	✓
Turkey	?	✓
United Kingdom	✓	✓
United Arab Emirates	?	✓
United States	✓	✓



The benefits

Increase Positive Brand Awareness

Your consumers engage with your brand and create chatter.

Find new leads

Discover new prospects with an engaging offer.

Build an Email List

Reach your audience directly when you have something to share.

Gather Data and Insight

Learn about your consumers and target your future marketing accordingly.

Increase Social Activity & Following

Bring attention to what your brand is doing. Engage & recognize your consumers.

Distribute Coupons or Offers

Encourage product trials and sales. Allow for brand (re)discovery and stay top-of-mind.



What is social sharing?

Social sharing is the practice of sharing via a social platform. Today's consumers have a personal relationship with your brand and like to share their opinions. People **share** content for a variety of reasons and contests are a great way to create a sharing environment. Our programs typically deliver 30% new prospects vs. all opt-ins.

Here's why:

- 84% provide product recommendations with friends and family.
- 68% give others a sense of who they are and what they care about.
- 78% stay connected and express loyalty with a brand.
- 61% share positive experiences they have with brands.
- 40% have purchased a product after sharing it on social.

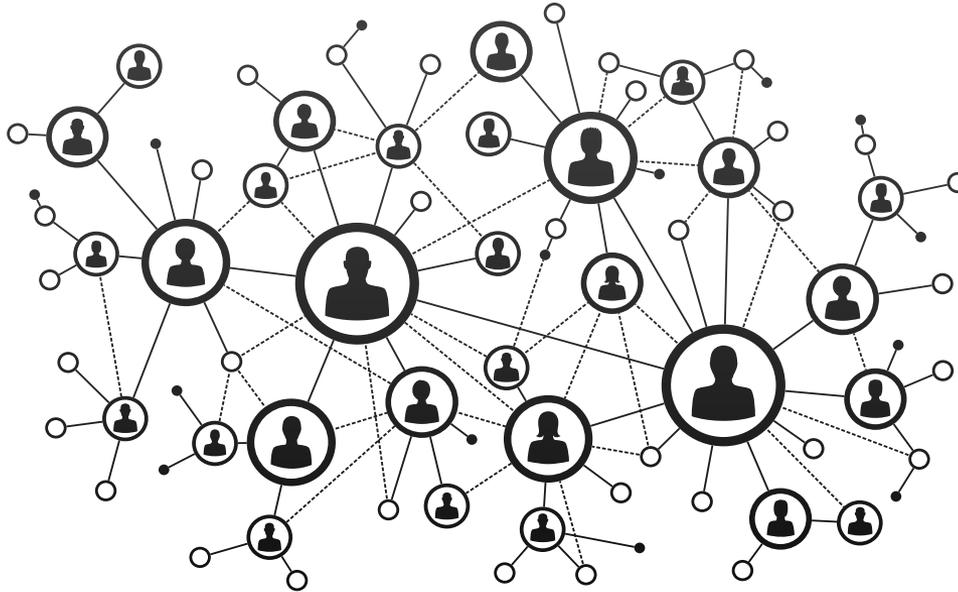


Contests leverage word of mouth by integrating promotions.

What is social sharing?

Sharing Platforms

1. Facebook
2. Twitter
3. LinkedIn
4. Google+
5. Pinterest
6. Email



PURL Technology

Personal URL, is a unique numeric code attached to an email address that allows for generational tracking, sharing and the ability to identify brand advocates.

92% Trust Earned Media

More consumers trust shares, mentions, reposts & reviews or word-of-mouth marketing above all other forms of advertising.



2.061 Billion



328 Million



111 Million



106 Million



200 Million

2.44 Billion Social Media Monthly Active Users (as of September 2017)

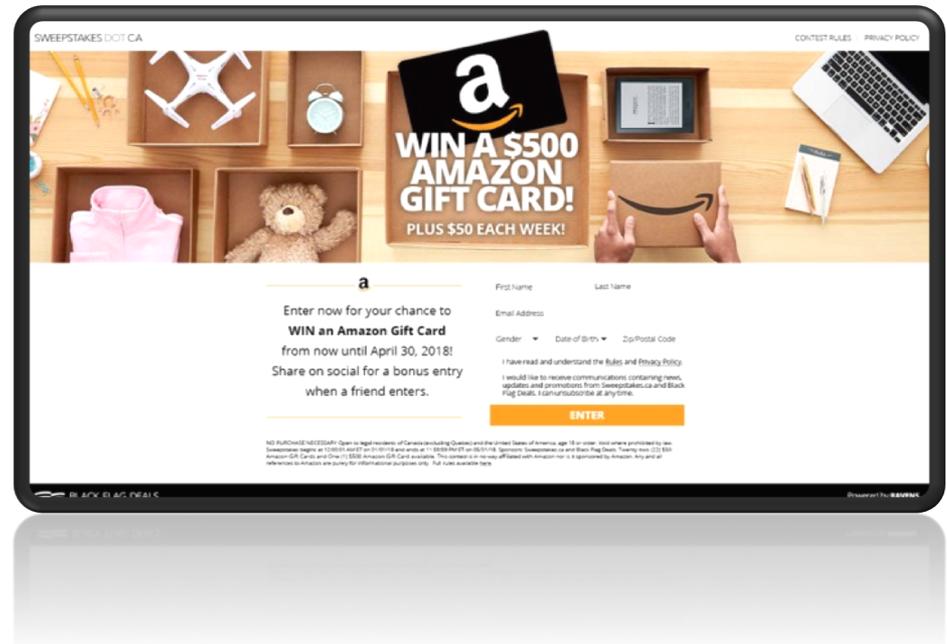
What about prizing and offers?

Eyes on the prize. Prizing is an integral part of a contest sweepstakes marketing program. We suggest prizing and offers that are related and resonate with your target audience. Your success is highly dependent on it.

Prizing & Offers should be...

1. Enticing
2. Valuable
3. Relevant

...to your target audience.



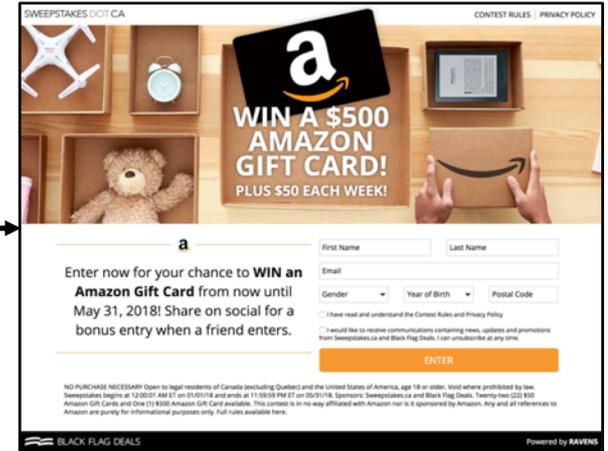
Our programs deliver highly targeted prospects and work extremely well for niche markets.

Sweepstakes Steps – Form Entry

1. Email or Social Post



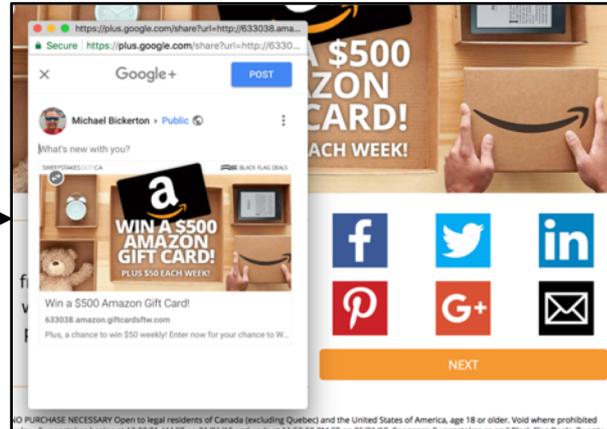
2. Contest Microsite (Opt-in)



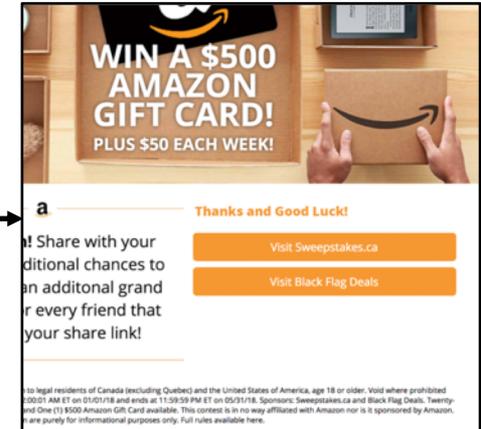
3. Survey/Coupon



4. Social Sharing



5. Thanks/Exit



Sweepstakes Steps – Form Entry

1. Arrive at contest microsite (driven by email, social, etc.)
2. Complete entry form (can be pre-populated utilizing existing information – via PURL)
3. Answer survey questions (optional)
4. Choose coupons (optional)
5. Share via email, Facebook, Twitter, LinkedIn, Google+, Pinterest.
6. Online redemption or print coupon
7. Auto-respond email after completion (optional)

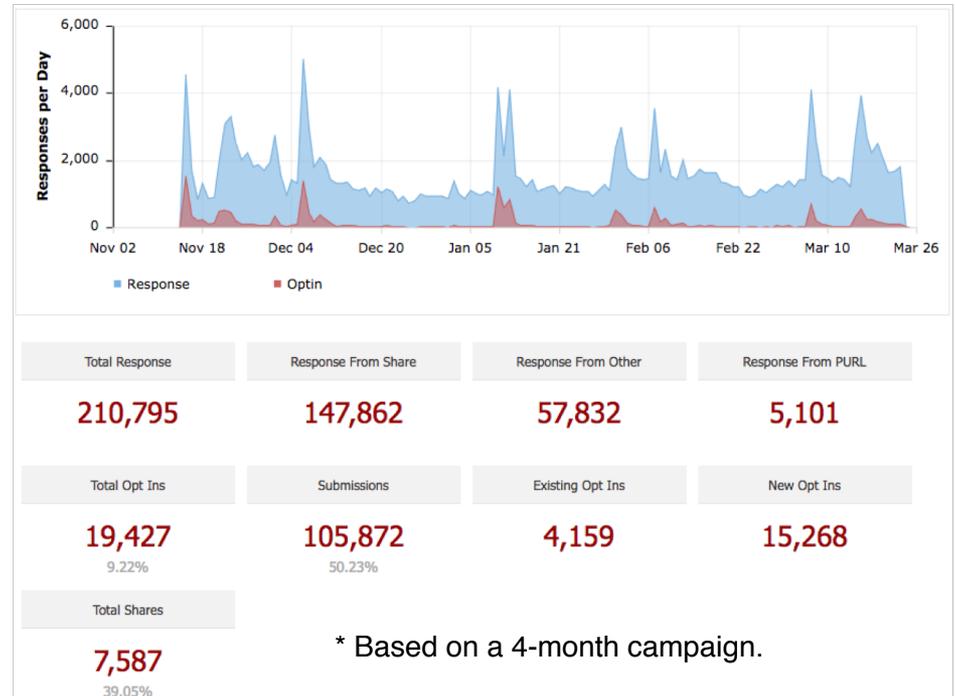


Reporting

Clients receive a monthly white labeled report detailing activity and opt-ins on the microsite, as well as any survey results. Additionally, email deployment(s) and social media activity reports are provided. Extra reports such as weekly snapshots can be added as required.

We track:

1. **Response.** Total, share & purl.
2. **Opt-ins.** Total, new & existing.
3. **Submissions.**
4. **Shares.** Networks & generational.



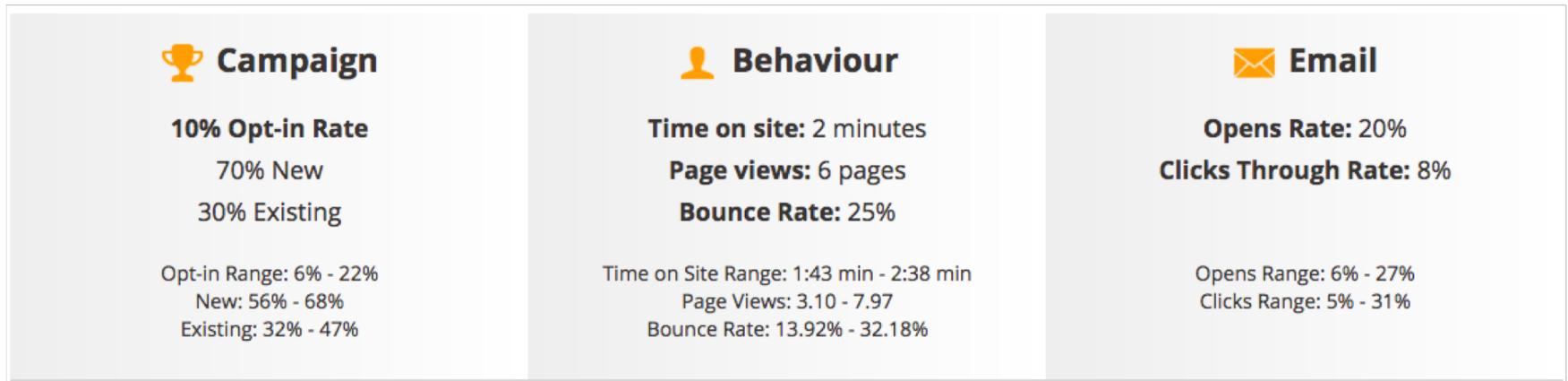
*RAVEN5 uses Google Analytics, UTM Tracking code and our own comprehensive backend to provide measurable results.

Contest marketing provides valuable and insightful metrics.

Contest marketing gets results

For data accuracy all sites are tracked using **Google Analytics** in addition to our platform and social tracking tools.

Campaign Metrics



Sharing Vehicles Averages

Facebook: 45% / Twitter: 37% / LinkedIn: 2% / Google+: 5% / Pinterest: 7% / Email: 7%

RANGES | Facebook: 36% – 63% / Twitter: 20% – 48% / LinkedIn: 1% – 3% / Google+: 3% – 7% / Pinterest: 5% – 10% / Email: 4% – 15%

Contest marketing results are not duplicated in any other media offering.

Contest marketing gets results

RAVEN5 works with clients solving their primary business challenge, finding new prospects and new customers. We provide services in creative, design, branding, digital, strategy and communications. Our team works with our clients to find new customers, build online engagement and in-store sales.

Average Results

Email List Size	25M	50M	100M
Duration	3 Months	3 Months	3 Months
Email Deployments*	75M	150M	300M
Email Opens	15M	30M	60M
Email Clicks	1,200	2,400	4,800
PURL Response	972	1,944	3,888
Total Response	72,900	145,800	291,600
Total Opt-ins	7,290	14,580	29,160
Existing Opt-ins	2,187	4,374	8,748
New Opt-ins	5,103	10,206	20,412

* 1 monthly email. Above results based on the following | Email Opens: 20% / Email Clicks: 8% / PURL Response: 81% / Total Response 750% / Opt-ins: 10% / Existing Opt-ins: 30% / New Opt-ins:70%

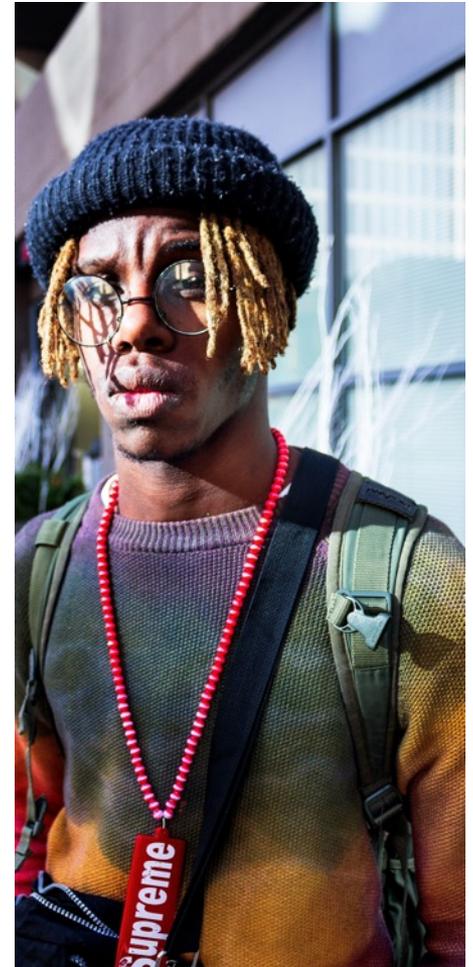
That's 70% net new opt-ins in most cases.

FIVE benefits

Contest marketing ALWAYS achieves these FIVE marketing results:

1. **Develop** Brand Awareness
2. **Build** Email Lists
3. **Increase** Social Followings
4. **Gather** Data and Insight
5. **Deliver** Consumer Coupons

No other marketing initiative provides FIVE benefits in one simple program.



Contests provide favourable brand impressions by integrating authentic and persuasive content.

Referrals



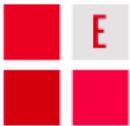
Working with RAVEN5 on the sweepstakes project for Finning Canada was a great experience. Michael and the team were incredibly professional, managing our multi-stakeholder team and meeting tough deadlines. They also accommodated program changes late in the development to meet a change in requirements on our end. We have plans to work with RAVEN5 to run the program again. - **Nicole M.**



RAVEN5 came up with great creative for marketing our online contest and delivered on or before deadlines. They were knowledgeable, professional and on-point and handled all the logistics of our online sweepstakes seamlessly. - **Heidi B.**



RAVEN5 provides exceptional service to their clients. They always produce content that exceeds our expectations. Highly recommend them to anyone looking for a focused digital marketing strategy. - **Shannon P.**



After working in the digital brand engagement space for 20 years I can confidently say that there are countless digital vendors but there is only one RAVEN5. From concept through execution the entire team at RAVEN5 truly embodies the partnership approach to capture the business needs, translates them into best-in-class user experience frameworks and executes brilliantly to ensure both the needs of the brand and target audience are fully met. - **Kevin A.**



RAVEN5 is a great partner to work with. They are reliable and timely with their responses. I really appreciate how they were able to make our campaign set up seamless and very functional. - **Tabitha C.**

Brands we work with



That's a wrap

We have worked with brands and marketers from all segments and disciplines and work equally well with agencies and brand marketers directly. We would be pleased to work through next steps with your team in an effort to ensure that your program is a success.

Contact us:

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855-543-8345

