



RAVEN5 Case Study

Client: Norwegian Cruise Line

Type: User Generated Content

Title: NCL Encore Moments

Reporting: September 18, 2019 – October 18, 2019

Prepared: Oct 30, 2019

The Ask	3
Prize Value	4
Site Flow	5
Landing Page	6
Nomination Form	7
Gallery	8
View entry / Vote for entrant	9
Examples of Sharing	10
Final Entries / Votes	11
Marketing	12
Media Attention	13
P.R.	14
Lifetime Statistics	15
Lifetime Device Usage	17
Lifetime Traffic Overview	19
Lifetime Top Social Referrals	21
Lifetime Web Referrals	23
Lifetime Top Locations	25
Observations	27



Project Overview:

A nomination-based contest launched by Norwegian Cruise Line to acknowledge and reward “everyday heroes” who go above and beyond in their respective states and provinces across the U.S. and Canada. The campaign was launched on September 18 and concluded on October 18, 2019 prior to the launch of the new ship. To celebrate the debut of their latest innovative ship, Norwegian Encore is bringing hometown heroes to the forefront.

In-market:

September 18, 2019 – October 18, 2019

Objectives:

- Increase media attention to the debut of their latest Cruise ship, Norwegian Encore in the U.S.
- Reward “everyday heroes” across the U.S and Canada



Target:

Hometown heroes, those who deserve an encore.

Deliverables:

- Contest Design, copywriting, development and scalable hosting
- Data moderation (Submissions)
- Winner verification (multi-phase)
- Non-disclosure
- Judging (See judging document)
- Reporting (daily)
- Support (Inquiries)

Contest Prizing

The prizing included 64 cruise certificates valid for 2 people on a 3, 4 or 5 day Norwegian Cruise Line cruise of the winner's choice.

Norwegian Encore Award Ceremony

In addition to the cruise certificates, the top-voted everyday heroes from each state and province are invited to the Norwegian Encore Award Ceremony on December 13, 2019 in New York City.

Norwegian Cruise Line will be covering flights and hotel accommodations for each winner and a guest.



The platform allowed visitors to nominate or vote for someone they knew or themselves.

To Nominate:

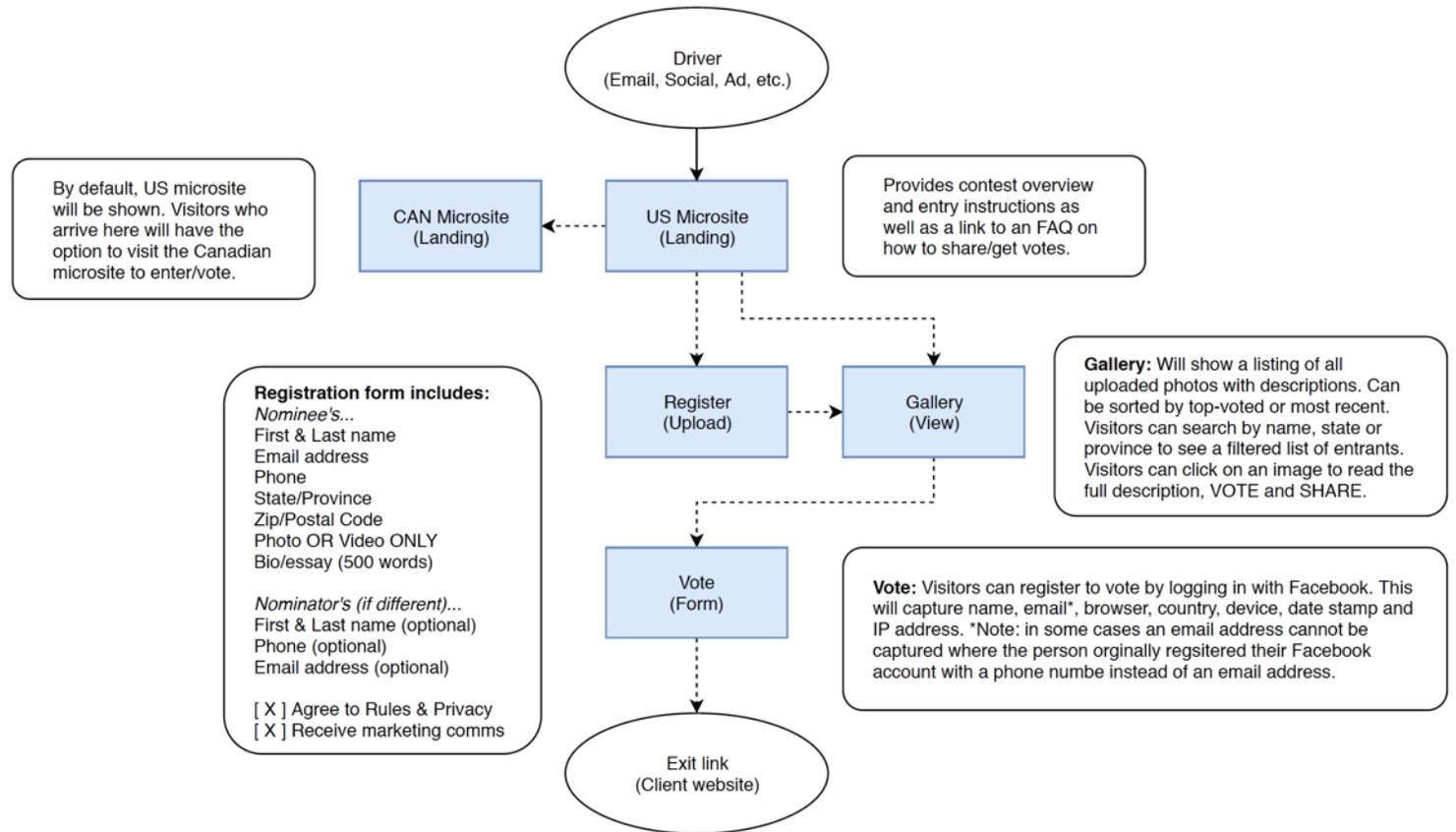
To submit a nomination, visitors could click “Nominate”, complete a form on the microsite with details of the person they are nominating, their picture and a 500 word reason for nominating along with details about nominator.

After completing the form, the entrant or the nominator could review their entry in the gallery and share it on social to gather votes or nominate another person.

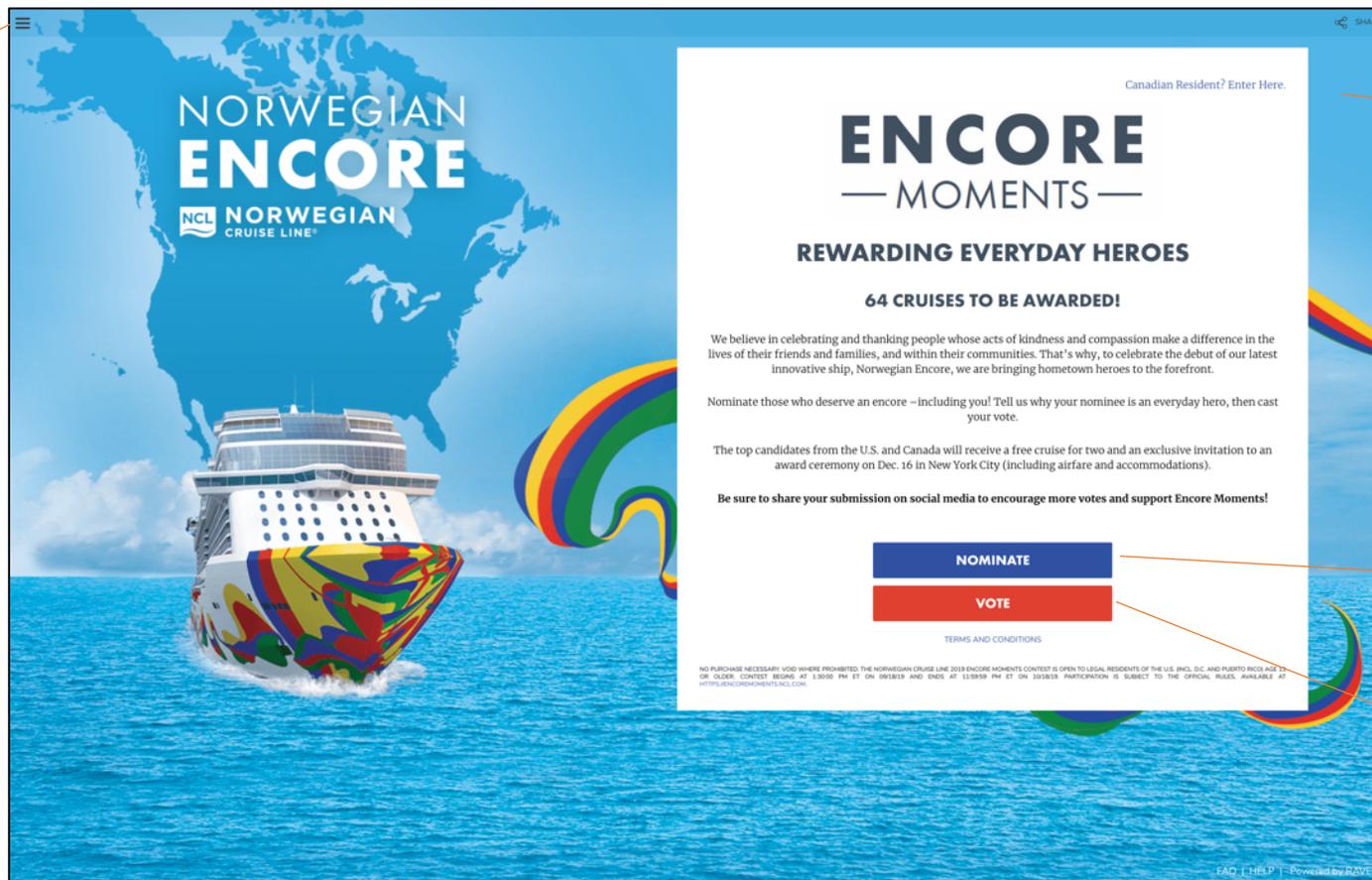
To Vote:

The visitor/voter could click “Cast Your Vote” and register to vote by logging in with Facebook. This process captured name, email, browser, country, device, date stamp & IP address. *Email is not captured where a person is registered on Facebook using their phone number.

Visitors could search for entrants in the public gallery using first name, last name, or state/province of the nominated person using the search functionality.



Menu with links to Nominate a teacher, Cast your Vote, Terms and conditions and FAQ.



Link for Canadian Residents. Took entrants to a separate channel to enter to win.

User nomination button

Link to gallery to cast vote for nominated person

Standard footer included links to FAQ and Help

Link to help email ncl@rvn5.com, a dedicated inbox that included an auto responder message sent to recipient with a link to FAQ. A dedicated support team at RAVEN5 handled all incoming messages relating to edits to nominations, removal requests and general questions within 48hrs.

Menu with links to Nominate a teacher, Cast your Vote, Terms and conditions and FAQ.

NOMINATE AN EVERYDAY HERO

Please complete the form below to nominate yourself or another unstung hero. If you are nominating someone other than yourself, please provide us with your information.

I nominate...

FIRST NAME * LAST NAME *

EMAIL *

PHONE NUMBER *

STATE *

INSTAGRAM USERNAME

TWITTER USERNAME

My Information (Only If Different From The Person Being Nominated)

MY NAME

MY EMAIL

MY PHONE

UPLOAD A PHOTO OR VIDEO OF THE NOMINEE *

Photo
No file chosen

Video
No file chosen

Video file, max size 150MB

REASON FOR NOMINATING *

MAX. 1250 CHARACTERS: 1250

I HAVE READ AND UNDERSTAND THE [CONTEST RULES](#) AND [PRIVACY POLICY](#)

I WOULD LIKE TO RECEIVE COMMUNICATIONS CONTAINING NEWS, UPDATES AND PROMOTIONS FROM NORWEGIAN CRUISE LINE. I CAN UNSUBSCRIBE AT ANY TIME.

SUBMIT NOMINEE

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. THE NORWEGIAN CRUISE LINE 2018 ENCORE MOMENTS CONTEST IS OPEN TO LEGAL RESIDENTS OF THE U.S. (INCL. D.C. AND PUERTO RICO) AGE 13 OR OLDER. CONTEST BEGINS AT 12:00 PM ET ON 09/19/18 AND ENDS AT 11:59PM PM ET ON 10/18/18. PARTICIPATION IS SUBJECT TO THE OFFICIAL RULES, AVAILABLE AT [HTTP://ENCOMOMENTS.NCL.COM](#).

The opt-in form required a photo upload, (up to) 500-word description, the nominee's name, email, phone, province/state, postal/zip code, as well as name, email and phone of the person making the nomination.

Agreement to receive marketing communications.

Menu with links to Nominate a teacher, Cast your Vote, Terms and conditions and FAQ.

Order by Latest Entries or Most Voted and view by State / Province

The screenshot shows a web interface for a contest titled "SHARE AND VOTE FOR AN EVERYDAY HERO" on the Norwegian Cruise Line website. The background features a large image of the Norwegian Encore cruise ship sailing on the ocean with a rainbow flag. The main content area is a public gallery of submitted photos. On the left, there is a vertical list of US states with radio buttons for selection. At the top of the gallery, there is a search bar and a dropdown menu for "ORDER BY". The gallery itself is a grid of various photos showing people in different settings, some holding signs. At the bottom of the page, there is a footer with "FAQ | HELP | Powered by RAVENS5" and a small disclaimer about the contest rules.

The Platform allowed searching for entries using first and/or last name of the entrant

Public gallery showing all submitted entries

Photo submitted in the "Nomination Form" by Nominator



Carol Renzulla
 Sep 21 2019, 04:08 PM
 More information
 State: New Jersey

I nominate Carol Renzulla for donating her kidney to her sister which gave her a second chance at life. Carol gave selflessly and continues to do so in every day situations. Carol has been so humble about the whole experience (miracle). She lives her life by always giving to others and realizes that life is very precious and a gift.

We continue to send our thoughts and prayers out to people that are suffering from renal failure, we also pray for all the people on the transplant list.

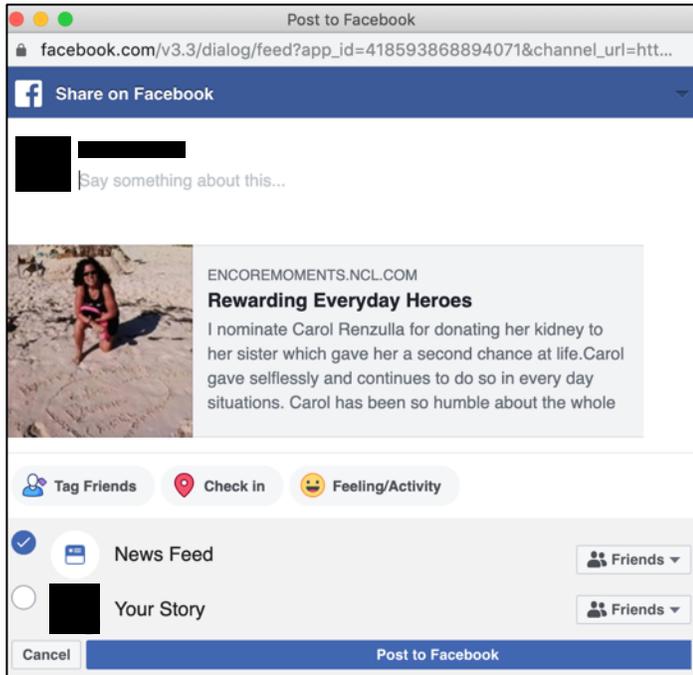
Description submitted in the "Nomination Form" by Nominator

778

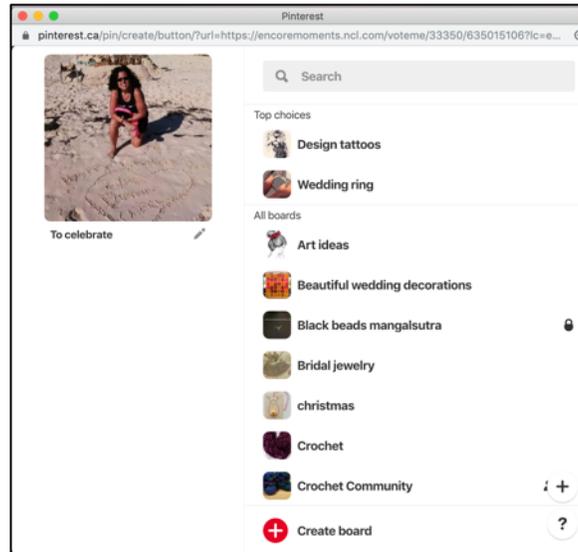
Total votes accumulated by the Nominee

Share button allowing the user to share direct URL of the entry on Facebook, Twitter, LinkedIn and via email to gather more votes.

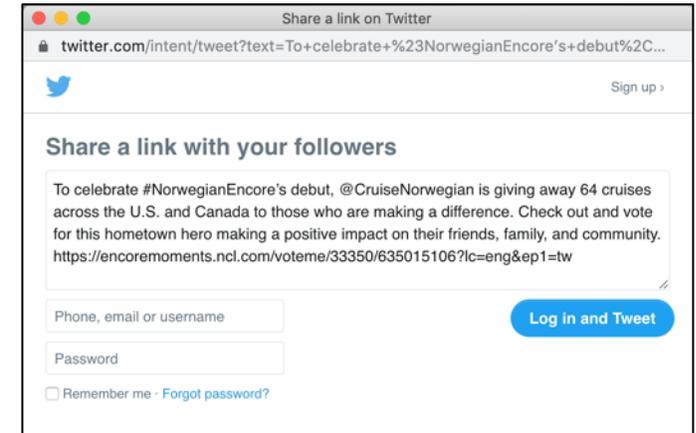
Button to vote for the Nominee. Once voter verifies themselves using Facebook or their email they can cast their vote.



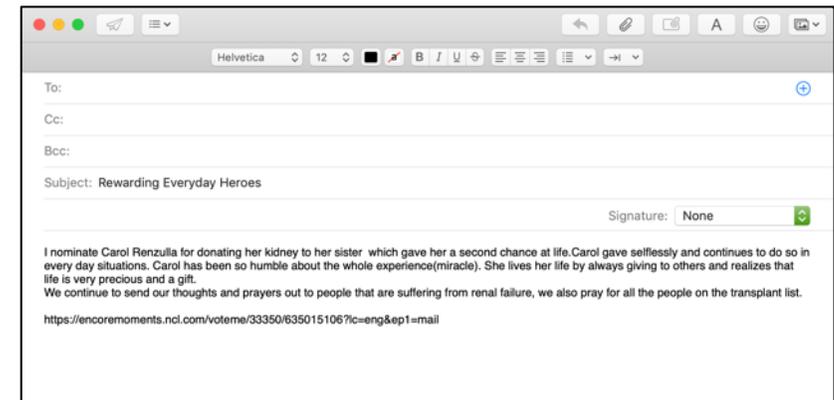
Facebook



Pinterest



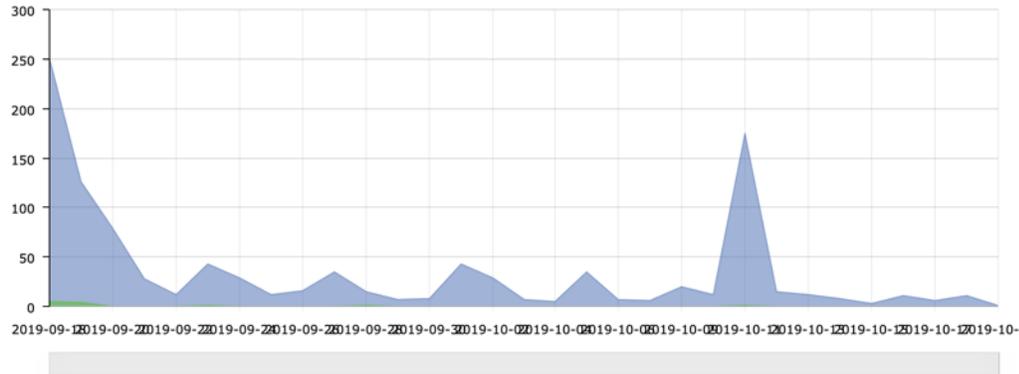
Twitter



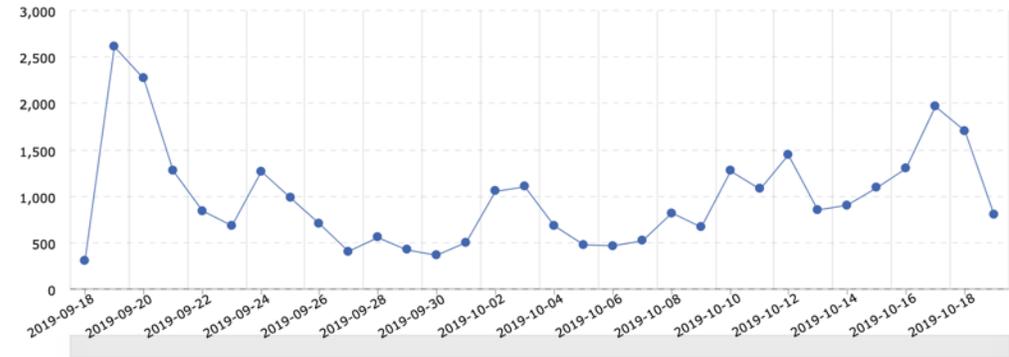
Email

Note: When sharing an entry, the URL is linked directly back to the nominee's page to allow visitors to easily vote for them.

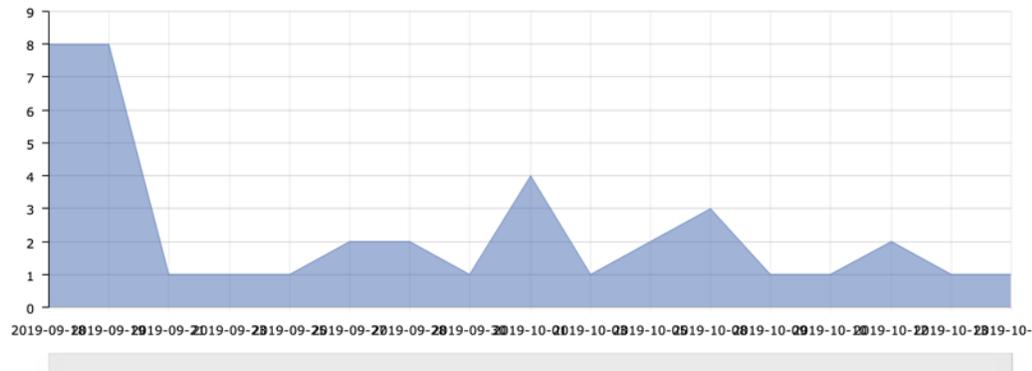
USA Nominations: 1,067 Accepted



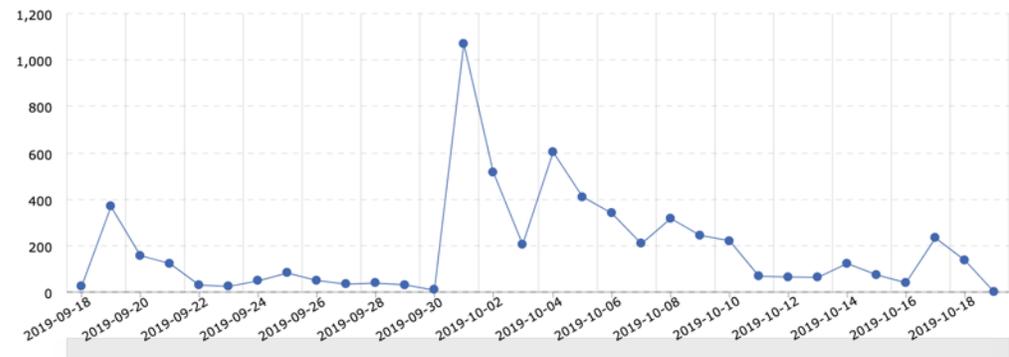
USA Votes: 31,360



Canada Nominations: 40 Accepted



Canada Votes: 5,954



The team at NCL leveraged all market facets, press releases, radio, TV, email, social, video, as well as partner and associate marketing and support. The launch activities were both relevant and timely in their management.

Andy Stuart, President and CEO of NCL, provided key messaging through several interviews. "We believe it is very important to make the time to celebrate and thank the people whose acts of kindness and compassion make a difference in the lives of their friends, families and communities. We are very proud and excited to launch Encore Moments and we encourage the public to bring these hometown heroes to the forefront for a well-deserved encore."

This contest was picked up by local news channels and radio stations.



JetSet | She got married on a cruise, now this everyday Delaware hero deserves another

WDEL JetSet reported about Amanda Valentin being nominated in the Encore Moments contest.



CBS KUTV Andy Stuart, President & CEO of Norwegian Cruise Line, talks about the Encore Moments Campaign.



NBC TMJ4 Andy Stuart, President & CEO of Norwegian Cruise Line, talks about the Encore Moments Campaign.

Media Releases

- [Norwegian Cruise Line Launches Encore Moments Campaign to Reward Everyday Heroes](#)

Media Attention

- [Norwegian Cruise Line to honor everyday heroes in each state, province](#)
- [Nominate a hero](#)
- [NCL launches 'Encore Moments' to reward everyday heroes](#)
- [Everyday Heroes Honored with Free Cruises from Norwegian Cruise Line](#)
- [Norwegian Cruise Line salutes everyday heroes](#)
- [Everyday Heroes Campaign – Norwegian Cruise Line](#)
- [How To Win A Free Cruise on Norwegian Cruise Line](#)

Forbes

TD

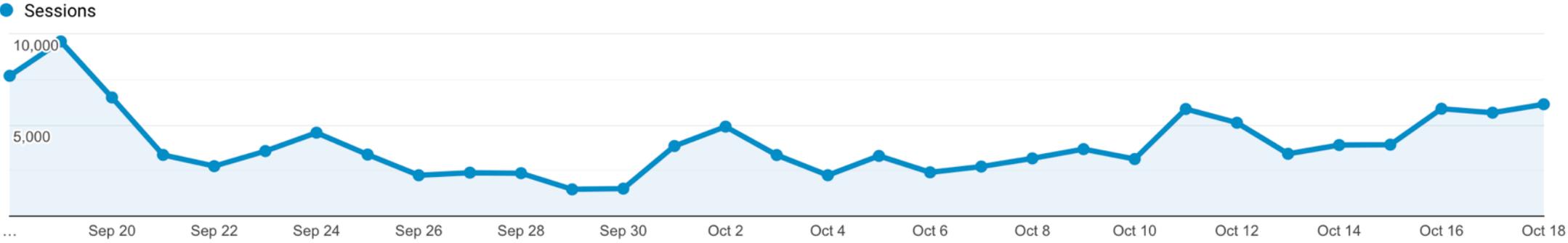
benzinga

5 ON YOUR SIDE



Sessions vs. [Select a metric](#)

Hourly Day Week Month



Users 93,925	New Users 92,777	Sessions 123,995	Number of Sessions per User 1.32
Pageviews 231,144	Pages / Session 1.86	Avg. Session Duration 00:01:51	Bounce Rate 63.11%





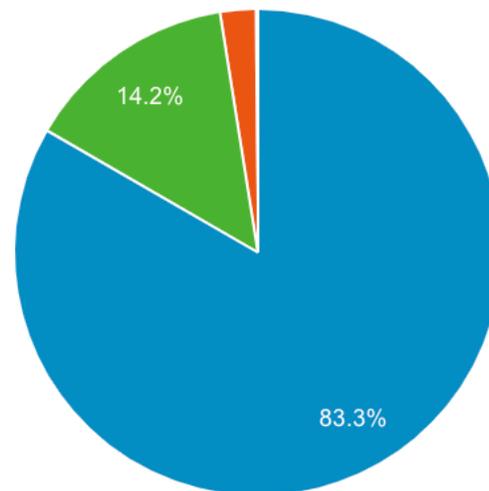
<p>Users</p> <p>27,686</p>	<p>New Users</p> <p>27,480</p>	<p>Sessions</p> <p>34,134</p>	<p>Number of Sessions per User</p> <p>1.23</p>
<p>Pageviews</p> <p>51,829</p>	<p>Pages / Session</p> <p>1.52</p>	<p>Avg. Session Duration</p> <p>00:01:14</p>	<p>Bounce Rate</p> <p>57.99%</p>



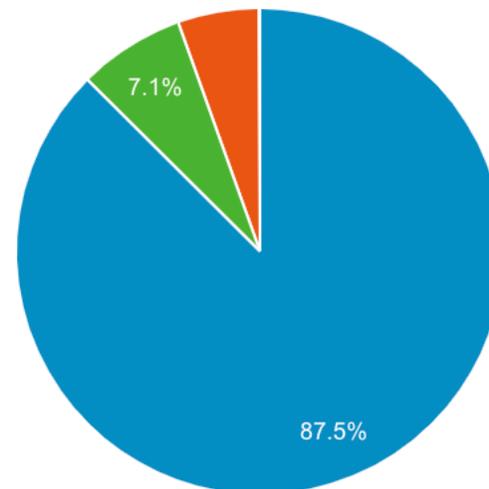
Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	93,925 % of Total: 100.00% (93,925)	92,803 % of Total: 100.03% (92,777)	123,995 % of Total: 100.00% (123,995)	63.11% Avg for View: 63.11% (0.00%)	1.86 Avg for View: 1.86 (0.00%)	00:01:51 Avg for View: 00:01:51 (0.00%)
1. mobile	76,459 (81.27%)	76,030 (81.93%)	101,842 (82.13%)	63.81%	1.83	00:01:49
2. desktop	10,771 (11.45%)	10,198 (10.99%)	14,181 (11.44%)	58.33%	2.19	00:02:34
3. tablet	6,846 (7.28%)	6,575 (7.08%)	7,972 (6.43%)	62.58%	1.75	00:01:06

Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	27,686 % of Total: 100.00% (27,686)	27,487 % of Total: 100.03% (27,480)	34,134 % of Total: 100.00% (34,134)	57.99% Avg for View: 57.99% (0.00%)	1.52 Avg for View: 1.52 (0.00%)	00:01:14 Avg for View: 00:01:14 (0.00%)
1. mobile	19,710 (71.55%)	19,661 (71.53%)	24,659 (72.24%)	57.97%	1.51	00:01:18
2. tablet	4,996 (18.14%)	4,995 (18.17%)	5,803 (17.00%)	61.67%	1.51	00:00:46
3. desktop	2,842 (10.32%)	2,831 (10.30%)	3,672 (10.76%)	52.34%	1.60	00:01:30

Default Channel Grouping	Users	Users
	93,925 % of Total: 100.00% (93,925)	93,925 % of Total: 100.00% (93,925)
1. ■ Social	79,217	83.34%
2. ■ Direct	13,459	14.16%
3. ■ Referral	2,259	2.38%
4. ■ Organic Search	111	0.12%
5. ■ Paid Search	11	0.01%
6. ■ Email	1	0.00%



Default Channel Grouping	Users <input type="text" value="Users"/> ↓	Users
	27,686 % of Total: 100.00% (27,686)	27,686 % of Total: 100.00% (27,686)
1. ■ Social	24,236	87.49%
2. ■ Direct	1,956	7.06%
3. ■ Referral	1,487	5.37%
4. ■ Organic Search	17	0.06%
5. ■ (Other)	5	0.02%





Primary Dimension: Social Network

Secondary dimension

advanced [Grid] [Refresh] [List] [Filter]

Social Network ?	Sessions ? ↓	Pageviews ?	Avg. Session Duration ?	Pages / Session ?
1. Facebook	99,348 (96.96%)	180,783 (96.77%)	00:01:44	1.82
2. Twitter	1,987 (1.94%)	3,761 (2.01%)	00:03:03	1.89
3. Instagram	636 (0.62%)	1,153 (0.62%)	00:01:20	1.81
4. Instagram Stories	361 (0.35%)	894 (0.48%)	00:01:40	2.48
5. CaringBridge	75 (0.07%)	133 (0.07%)	00:01:27	1.77
6. LinkedIn	39 (0.04%)	61 (0.03%)	00:00:16	1.56
7. YouTube	11 (0.01%)	28 (0.01%)	00:01:04	2.55
8. Facebook Apps	4 (0.00%)	8 (0.00%)	00:00:25	2.00
9. Pinterest	3 (0.00%)	4 (0.00%)	00:00:15	1.33



Primary Dimension: **Social Network**

Secondary dimension

advanced [Grid Icon] [Refresh Icon] [List Icon] [Filter Icon]

Social Network ?	Sessions ? ↓	Pageviews ?	Avg. Session Duration ?	Pages / Session ?
1. Facebook	29,345 (98.71%)	44,472 (98.89%)	00:01:12	1.52
2. Instagram	272 (0.91%)	429 (0.95%)	00:00:32	1.58
3. Twitter	94 (0.32%)	54 (0.12%)	00:01:08	0.57
4. LinkedIn	10 (0.03%)	10 (0.02%)	00:00:03	1.00
5. Yammer	3 (0.01%)	4 (0.01%)	00:06:03	1.33
6. CaringBridge	2 (0.01%)	0 (0.00%)	00:00:00	0.00
7. Facebook Apps	1 (0.00%)	2 (0.00%)	00:00:45	2.00
8. Pinterest	1 (0.00%)	0 (0.00%)	00:00:36	0.00

Lifetime Top Web Referrals - US

Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	81,169 <small>% of Total: 86.42% (93,925)</small>	79,457 <small>% of Total: 85.64% (92,777)</small>	105,353 <small>% of Total: 84.97% (123,995)</small>	63.49% <small>Avg for View: 63.11% (0.61%)</small>	1.84 <small>Avg for View: 1.86 (-1.09%)</small>	00:01:47 <small>Avg for View: 00:01:51 (-3.93%)</small>
1. m.facebook.com	69,162 (84.95%)	68,596 (86.33%)	89,348 (84.81%)	64.68%	1.78	00:01:38
2. facebook.com	6,034 (7.41%)	5,653 (7.11%)	8,132 (7.72%)	57.30%	2.21	00:02:38
3. t.co	1,536 (1.89%)	1,443 (1.82%)	1,985 (1.88%)	64.13%	1.89	00:03:04
4. cruise fever.net	942 (1.16%)	842 (1.06%)	1,097 (1.04%)	36.37%	2.91	00:02:38
5. l.facebook.com	719 (0.88%)	613 (0.77%)	991 (0.94%)	56.51%	2.31	00:03:38
6. lm.facebook.com	663 (0.81%)	388 (0.49%)	854 (0.81%)	65.93%	1.84	00:01:20
7. l.instagram.com	554 (0.68%)	545 (0.69%)	636 (0.60%)	60.69%	1.81	00:01:20
8. wdel.com	542 (0.67%)	476 (0.60%)	619 (0.59%)	71.08%	1.62	00:00:42
9. instagram.com	346 (0.42%)	331 (0.42%)	361 (0.34%)	44.60%	2.48	00:01:40
10. ncl.com	222 (0.27%)	10 (0.01%)	308 (0.29%)	55.19%	2.64	00:02:42
11. thrillist.com	177 (0.22%)	170 (0.21%)	235 (0.22%)	34.04%	2.76	00:03:16
12. caringbridge.org	65 (0.08%)	63 (0.08%)	75 (0.07%)	57.33%	1.77	00:01:27
13. www.thrillist-com.cdn.ampproject.org	43 (0.05%)	38 (0.05%)	74 (0.07%)	36.49%	3.95	00:03:44
14. linkedin.com	32 (0.04%)	26 (0.03%)	36 (0.03%)	52.78%	1.58	00:00:17
15. traveldailymedia.com	21 (0.03%)	14 (0.02%)	32 (0.03%)	31.25%	4.25	00:03:23
16. mail.google.com	18 (0.02%)	16 (0.02%)	21 (0.02%)	71.43%	1.90	00:02:06
17. mail.yahoo.com	17 (0.02%)	14 (0.02%)	18 (0.02%)	72.22%	1.78	00:00:28
18. sweepsheet.com	17 (0.02%)	16 (0.02%)	20 (0.02%)	60.00%	1.85	00:00:21
19. us3.campaign-archive.com	16 (0.02%)	11 (0.01%)	16 (0.02%)	62.50%	1.44	00:00:16
20. insidertravelreport.com	15 (0.02%)	11 (0.01%)	21 (0.02%)	42.86%	2.43	00:02:55

Lifetime Top Web Referrals - CA

Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	25,722 % of Total: 92.91% (27,686)	25,517 % of Total: 92.86% (27,480)	31,328 % of Total: 91.78% (34,134)	59.23% Avg for View: 57.99% (2.14%)	1.51 Avg for View: 1.52 (-0.69%)	00:01:09 Avg for View: 00:01:14 (-7.06%)
1. m.facebook.com	21,317 (82.61%)	21,226 (83.18%)	26,096 (83.30%)	58.84%	1.51	00:01:10
2. facebook.com	2,303 (8.92%)	2,278 (8.93%)	2,832 (9.04%)	56.39%	1.53	00:01:08
3. nclgivingjoy.com	1,088 (4.22%)	1,077 (4.22%)	1,098 (3.50%)	82.06%	1.31	00:00:09
4. encoremoments.ncl.com	265 (1.03%)	257 (1.01%)	329 (1.05%)	64.13%	1.76	00:00:44
5. l.instagram.com	253 (0.98%)	251 (0.98%)	272 (0.87%)	55.88%	1.58	00:00:32
6. l.facebook.com	189 (0.73%)	163 (0.64%)	238 (0.76%)	47.90%	2.55	00:06:55
7. lm.facebook.com	132 (0.51%)	64 (0.25%)	145 (0.46%)	58.62%	1.16	00:00:32
8. t.co	86 (0.33%)	83 (0.33%)	94 (0.30%)	15.96%	0.57	00:01:08
9. ncl.com	49 (0.19%)	3 (0.01%)	69 (0.22%)	66.67%	1.38	00:00:11
10. connect.weightwatchers.ca	33 (0.13%)	33 (0.13%)	33 (0.11%)	75.76%	1.33	00:00:13
11. linktr.ee	26 (0.10%)	24 (0.09%)	33 (0.11%)	54.55%	1.64	00:00:09
12. mtouch.facebook.com	12 (0.05%)	12 (0.05%)	14 (0.04%)	78.57%	1.64	00:00:37
13. linkedin.com	10 (0.04%)	10 (0.04%)	10 (0.03%)	60.00%	1.00	00:00:03
14. touch.facebook.com	8 (0.03%)	8 (0.03%)	20 (0.06%)	25.00%	2.30	00:00:57
15. l.messenger.com	3 (0.01%)	2 (0.01%)	4 (0.01%)	75.00%	4.50	00:10:10
16. mtsmail.ca	3 (0.01%)	2 (0.01%)	6 (0.02%)	50.00%	2.33	00:01:04
17. us3.campaign-archive.com	3 (0.01%)	3 (0.01%)	3 (0.01%)	0.00%	0.00	00:00:00
18. bluemonkey.freeforums.net	2 (0.01%)	2 (0.01%)	2 (0.01%)	0.00%	0.00	00:00:00
19. caringbridge.org	2 (0.01%)	2 (0.01%)	2 (0.01%)	0.00%	0.00	00:00:00
20. cruise fever.net	2 (0.01%)	2 (0.01%)	2 (0.01%)	0.00%	0.00	00:00:00

Region ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	87,502 % of Total: 93.16% (93,925)	86,628 % of Total: 93.37% (92,777)	116,452 % of Total: 93.92% (123,995)	63.53% Avg for View: 63.11% (0.68%)	1.89 Avg for View: 1.86 (1.47%)	00:01:54 Avg for View: 00:01:51 (2.63%)
1. New York	10,560 (11.72%)	10,135 (11.70%)	13,463 (11.56%)	62.76%	1.81	00:01:30
2. New Jersey	9,712 (10.78%)	9,473 (10.94%)	13,729 (11.79%)	61.08%	1.95	00:02:30
3. Pennsylvania	8,066 (8.95%)	7,845 (9.06%)	10,213 (8.77%)	63.54%	1.91	00:02:08
4. Florida	5,481 (6.08%)	5,186 (5.99%)	6,844 (5.88%)	63.25%	1.86	00:01:35
5. California	4,188 (4.65%)	4,060 (4.69%)	5,205 (4.47%)	71.24%	1.71	00:01:26
6. Massachusetts	4,033 (4.48%)	3,819 (4.41%)	5,229 (4.49%)	62.99%	1.89	00:02:09
7. Texas	4,026 (4.47%)	3,920 (4.53%)	5,121 (4.40%)	66.20%	1.70	00:01:36
8. Ohio	2,938 (3.26%)	2,847 (3.29%)	3,808 (3.27%)	64.18%	1.83	00:01:31
9. Rhode Island	2,681 (2.98%)	2,580 (2.98%)	3,512 (3.02%)	60.56%	1.91	00:01:44
10. Illinois	2,534 (2.81%)	2,415 (2.79%)	3,055 (2.62%)	67.27%	1.72	00:01:04

Region ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	22,012 % of Total: 79.51% (27,686)	21,893 % of Total: 79.67% (27,480)	28,129 % of Total: 82.41% (34,134)	63.57% Avg for View: 57.99% (9.61%)	1.71 Avg for View: 1.52 (12.85%)	00:01:26 Avg for View: 00:01:14 (16.59%)
1. Newfoundland and Labrador	10,585 (47.38%)	10,430 (47.64%)	13,535 (48.12%)	61.09%	1.76	00:01:27
2. Ontario	2,719 (12.17%)	2,688 (12.28%)	3,656 (13.00%)	63.48%	1.72	00:01:46
3. Alberta	2,082 (9.32%)	2,071 (9.46%)	2,477 (8.81%)	70.93%	1.66	00:01:23
4. Nova Scotia	2,033 (9.10%)	1,938 (8.85%)	2,374 (8.44%)	66.68%	1.54	00:00:47
5. British Columbia	1,112 (4.98%)	1,101 (5.03%)	1,318 (4.69%)	71.02%	1.49	00:00:40
6. Quebec	1,013 (4.53%)	908 (4.15%)	1,283 (4.56%)	57.13%	2.07	00:03:58
7. New Brunswick	992 (4.44%)	973 (4.44%)	1,270 (4.51%)	64.65%	1.64	00:00:47
8. Saskatchewan	796 (3.56%)	790 (3.61%)	925 (3.29%)	71.35%	1.53	00:00:51
9. Prince Edward Island	678 (3.03%)	666 (3.04%)	863 (3.07%)	61.53%	1.63	00:01:12
10. Manitoba	248 (1.11%)	246 (1.12%)	318 (1.13%)	62.58%	1.86	00:00:50

- The Norwegian Cruise Line Encore Moments campaign was a success, with 1,107 entrants, 37,314 votes, 121,611 visits and 282,973 pageviews between US and Canadian activity.
- The program launched September 18, 2019 and managed to hold onto both entrants and voters' attention for 4 consecutive weeks.
- Google Analytics confirmed that there were 121,611 users with 158,129 sessions and 282,973 pageviews combined.
- The program received over hundreds of entries in the first three days confirming that the launch activities were both relevant and timely in their management.
- Users came from almost every major city: New York, New Jersey, Pennsylvania, Florida, California, Massachusetts, Texas, Ohio, Rhode Island and Illinois.
- The program gathered over 1,110 submissions and their accompanying nominator and nominee email addresses, while the voting process gathered over 37,000 email addresses as well. Both lists can be leveraged for future marketing opportunities.



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.

The primary marketing objective of contest marketing is to build brand marketing channels.

RAVEN5 programs

Increase brand awareness

Build email lists

Develop social following

Collect consumer data

Distribute coupons