

SWEEPSTAKES WHITEPAPER

INSTANT WIN & PIN-CODE CAMPAIGNS



RAVEN⁵
LOYALTY

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Pin-Code Redemption & Instant Win

How can you increase brand engagement and reward consumers instantly? By utilizing a pin-code redemption & instant win campaign! When consumers attend events or purchase your products in-store, consider providing them with a unique pin-code that can be used to enter to win a grand prize (such as a vehicle or trip). Upon entering their unique pin-code they can instantly win prizes (your merchandise or other) based on the pin-code redeemed.

Boost brand loyalty by providing purchasers with a chance to instantly win when they purchase your products. While not everyone will be a winner, your brand will be when you're collecting email addresses of those registering on site.

Add a quick survey to gather answers to hot button questions about your consumers. Learn about what types of products your consumers are most interested in, how often they visit your stores or if they're thinking of purchasing soon.

Giving away a large number of small prizes? We can automate the prize claim redemption form so there's less paperwork for you and your fulfillment team. An automated email can automatically deploy to your fulfillment team each time someone claims a prize.

Pin-Code Redemption & Instant Win

Our team uses specialized software that allows us to create pin-codes that are completely unique from one another. We can include or exclude uppercase, lowercase, digits, special characters, punctuation, brackets or spaces. It's also possible to create a pattern where part of the prefix or suffix of the pin-code includes tracking by location, province, city, territory, etc.

When determining how many pin-codes are required it's important to note how many are winning pincodes versus non-winning pincodes as we can pre-determine which codes have a prize attached to them. While we typically randomize the pin-codes, it's possible to keep them in order as well should you need to distribute them differently.

Creating pin-codes as peelable stickers to be affixed to your products or otherwise? We can print or work with your printer to get the job done right.

Client Examples and Usage

Below are two recent examples of Pin-Code Redemption and Instant Win campaigns from our clients.



Schwarzkopf Professional (Henkel)

A customized “instant win” campaign by RAVEN5 that allowed salon professionals the opportunity to instantly win prizes by checking printed pin codes received on purchased products. In addition, entrants had the opportunity to earn entries into various draws.

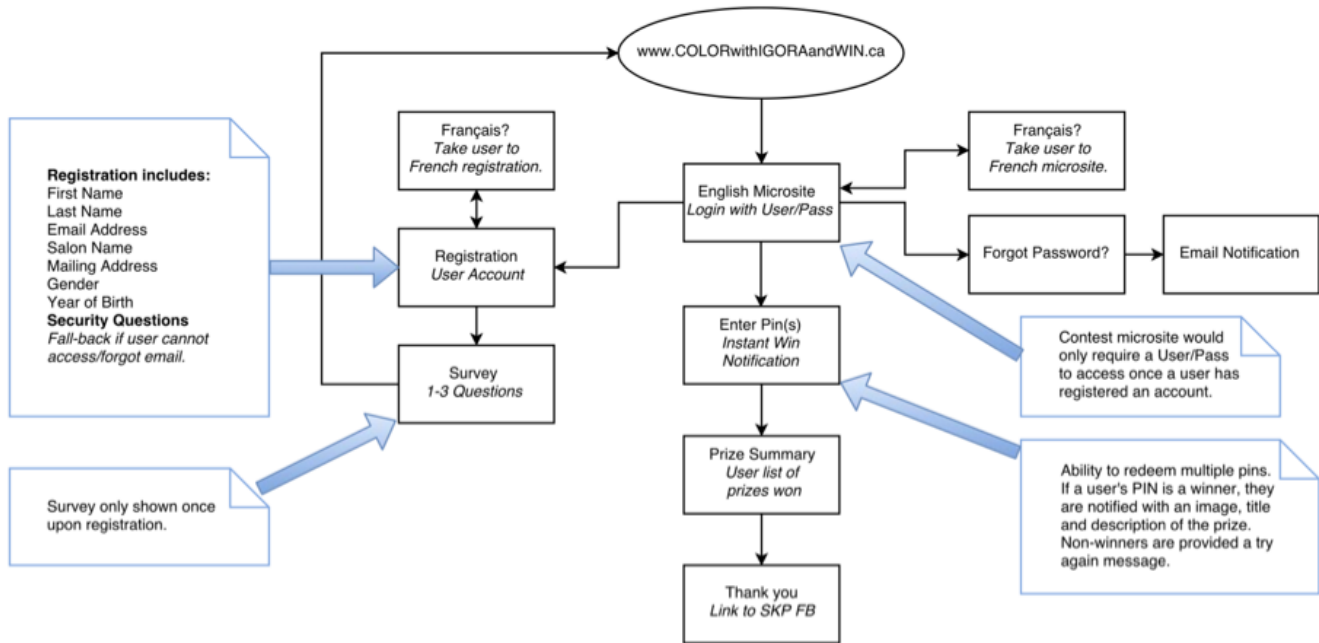
The program allowed users to create account profiles with their full registration data. Subsequent visits meant that registered users could simply login with a created username and password to access their dashboard. This setup also included a 1-time survey that displayed after registration. In addition, users had the ability to see a summary of prizes won, as well as a digital prize fulfillment form to be completed when a prize was won to confirm eligibility and shipping details. This form sent an automated email to the client and their fulfillment team.

Deliverables

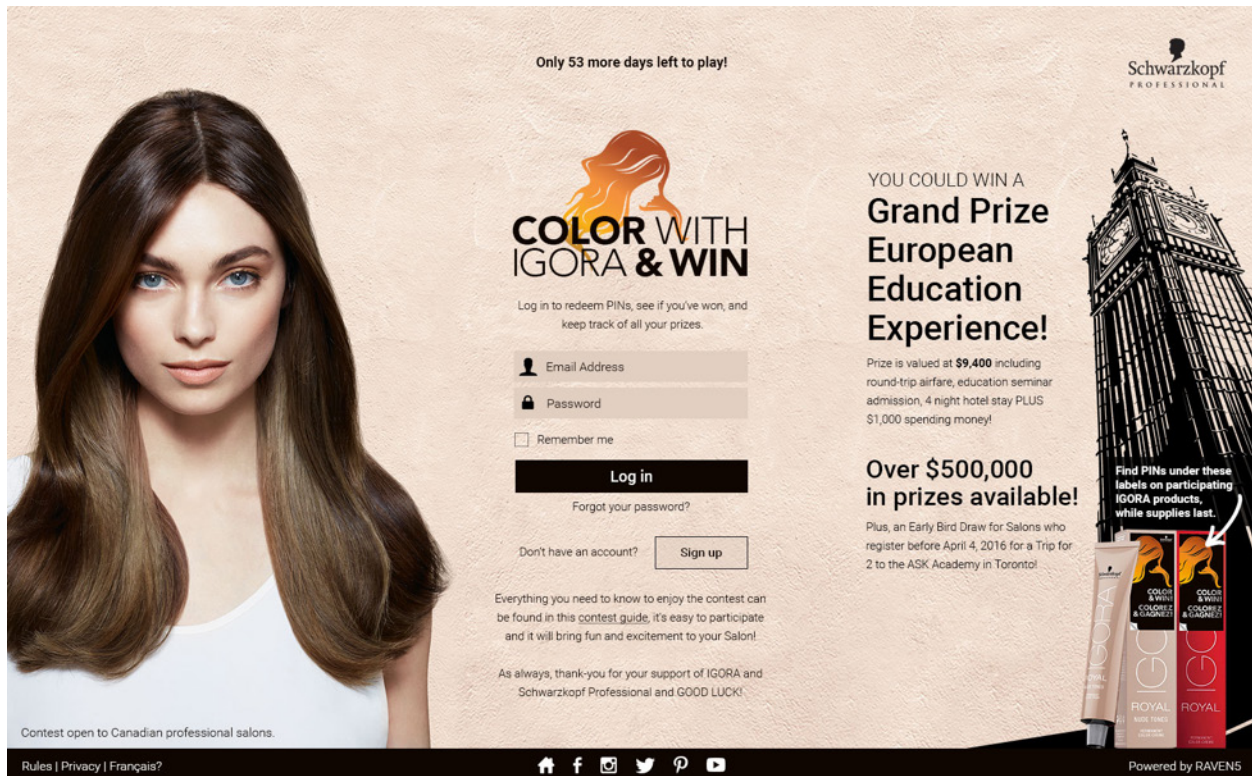
1. Sweepstakes design, copywriting and development
2. Pin-code creation
3. Print design
4. Logo creation
5. Email marketing
6. Reporting
7. French localization
8. Quebec Régie des alcools registration and bonding

Examples and Usage

Site Architecture



Landing Page Mockup



Examples and Usage



Finning Canada

A customized “instant win” program by RAVEN5 will allow for quick opt-in and checking of unique pin codes to determine if an entrant is an instant prize winner. 5,000 unique pin codes will be generated and randomly assigned to prizes. When a user inputs up to 3 pin codes at a time they will be shown the individual results of each pin code, non-winning and winning, as well as an image and description of what was won.

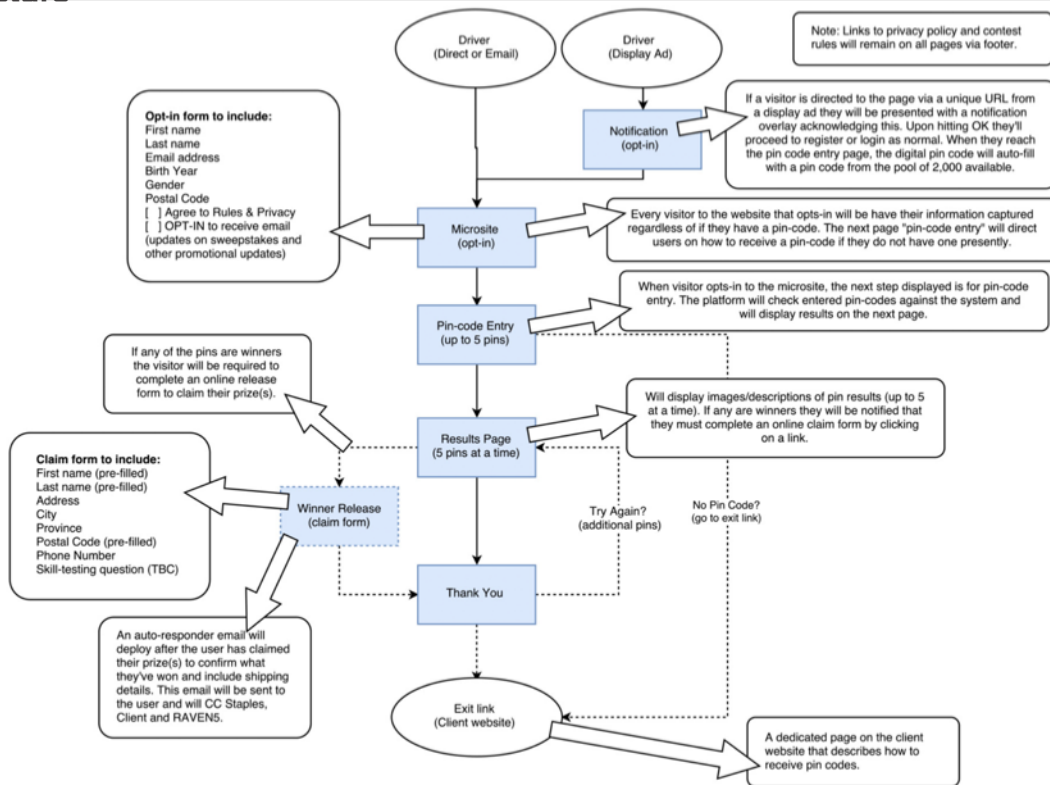
The platform required the user to complete a claim form to confirm their eligibility and once completed, an auto-responder email was deployed confirming all shipping details to the user and CC'd to the client, RAVEN5 and the fulfillment house. The user could then proceed to enter additional pins if they have any or can exit to the client’s website.

Deliverables

1. Sweepstakes design, copywriting and development
2. Pin-code creation
3. Reporting

Examples and Usage

Site Architecture

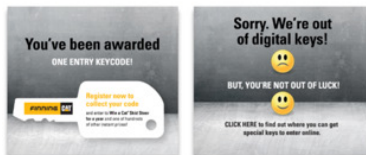


Landing Page Mockup

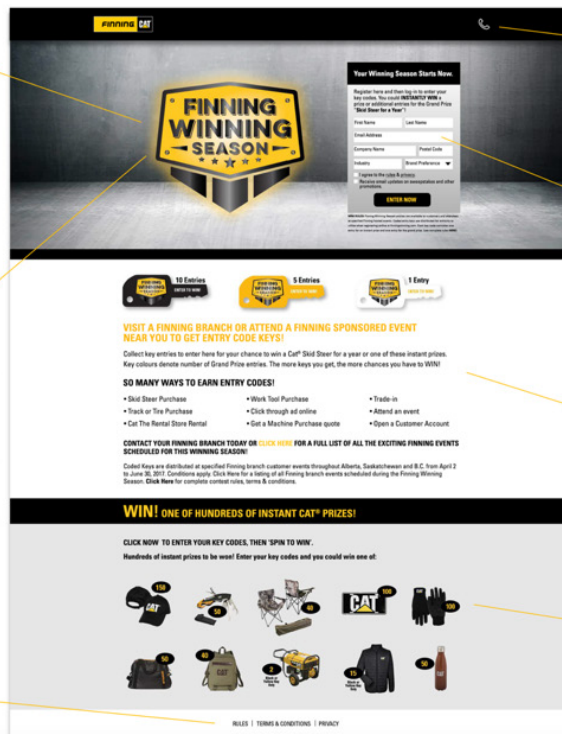
Rotating banners showcased three different visuals on the landing page, including the grand prize.



If a visitor arrived via clicking through an online banner ad they could receive a digital key. The image changed to indicate that they either received a digital key or if there was no more to give.



Standard footer included links to Rules, T&Cs and Privacy.



Header section of page included logo and contact link.

In addition to the standard registration information, Finning was collecting Company Name, Industry and Brand Preferences.

Finning provided details on how to obtain pin codes.

Examples of prizes were shown as well.

Contest Marketing Basics

Don't forget the basics once you've made the decision to run a contest marketing program.

Strategy

Identify your overall goal in holding the contest, such as increasing your prospect mailing list, converting new customers, a new product launch or just brand awareness. What is the single most important message you want to get across in all of your messaging? Do you have a theme in mind and is it timely and agile enough (i.e. the seasons, sporting events, current trends)? This will help guide you as to the information you want to collect from the entries.

Prizing

Prizing is a critical step as the prize must be relevant to both your current & target audience. Ensuring you have a reward that is valuable to your email list and social following is a must. If possible, it's recommended that the prize is a product or service provided by your company. If you are in the sewing machine business, then offer up a sewing machine, as it will appeal to your user group while engaging prospects and those interested in sewing.

Implementation

As always, the user experience is in the implementation of the program, ease of use and the creative. Contest marketing programs can take fifteen days and often longer to develop, depending on the complexity, location of the offering, number of prizes, prize value and legal requirements

Contest Marketing Basics

Data

Data and user information, including an email address, is often the primary reason for running a contest marketing program. A solid program will gather basic user information such as first and last name, address, email, gender, age and location information via postal code. Mobile is also an option based on your marketing initiative's next steps.

Rules

Familiarize yourself with the rules and requirements of the social media networks that you intend to utilize for your contest. Depending on how large your contest is, remember to pay close attention to state/provincial, national and even international laws. In some cases, the state or province may require a bond and/or filing. As well in the US, the IRS has specific requirements upon completion as the prize can be classified as income for the winner. Most states and provinces in the United States and Canada are fairly flexible and reasonable in their approach. Larger brand programs should have an expert handle rules and regulations to ensure compliance with various legal aspects. We recommend legal guidance for all larger programs.

Ready?

Once you're ready, what are next steps? Promotion! You need promotional drivers to get your database of customers and prospects to visit your contest.

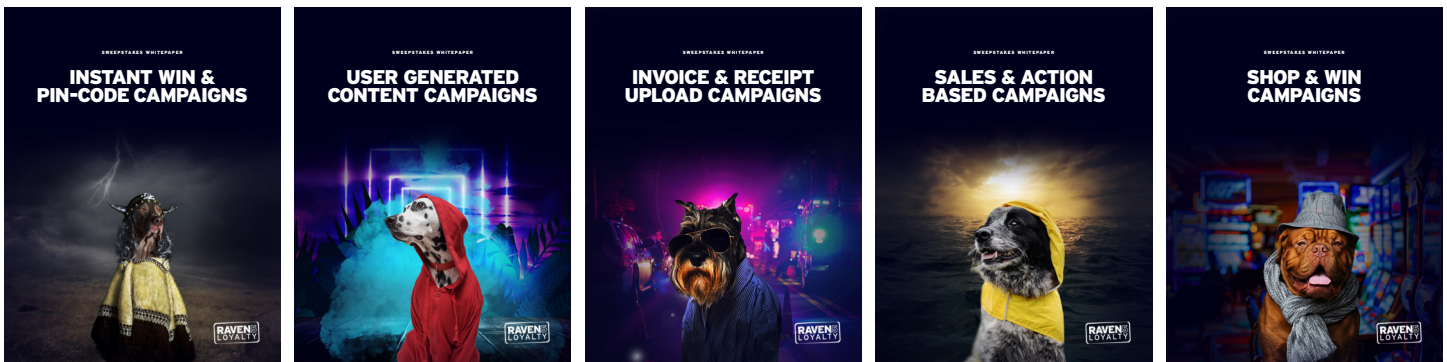
- Email marketing
- Social posting
- Paid social posting
- Display ads (Social & Google)
- Print ads in newspapers or magazines
- Printed coupon(s) or leaflet(s)
- Influencers (paid and unpaid bloggers/vloggers/micro and macro)

On the fence? Consider this!

- You'll boost brand loyalty by providing consumers with a chance to instantly win
- Collect email addresses of those registering on site
- Quickly gather survey results and learn more about your consumers
- We can automate the prize claim redemption especially if you have a lot of prizes
- Our team can create unique and trackable pin-codes for your usage
- Consider applying pin-codes as peelable stickers affixed to your products

And there's more...

Even more valuable sweepstakes information available:



RAVEN5 is the leader in Sweepstakes, Contests and Promotions.

Rated as “The World’s First Contest Marketing Agency” according to Google, Bing, Yahoo! and DuckDuckGo.

We create experiences unique as your customers.

