

SWEEPSTAKES WHITEPAPER

USER GENERATED CONTENT CAMPAIGNS



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User Generated Content Campaigns

Incentivize consumers to share their original content and engage with your brand when they do. This can be activated a number of ways: such as having visitors register and upload an image or video along with a caption or asking them to post directly to Instagram or Twitter while tagging your brand and including a specific hashtag. These posts can be aggregated publicly or privately and judged by the public or by an independent panel.

Feature user generated content by collecting images, videos, and text from entrants, run viral hashtag and caption contests, enable voting, and more with a UGC Contest. Run a user generated content campaign across multiple platforms and social channels with ease.

What social networks/platforms are supported?

- Facebook → posting to a specific Facebook Page with #hashtag
- Twitter → tweeting from a non-private account with specific #hashtag(s)
- Instagram → posting from a non-private account with specific #hashtag(s)
- YouTube → submitting the URL of your video(s)
- Vimeo → submitting the URL of your video(s)
- Upload → directly upload a photo via form submission

Galleries with Optional Voting

Depending on how the contest is run, one option is to create a gallery to display user generated content to the public. Go one step further and enable voting to collect voter email addresses in addition to entrants. Choose to award the winner based on total votes which could encourage more shares or simply pick a winner at random.

User Generated Content Campaigns

Moderate Submissions

Our team can auto-approve submissions or moderate them as they arrive. Keep in mind that individual social networks where hashtagged content will appear will have its own form of moderation but that won't ensure that content adheres to your rules or the rules as outlined in the program. Keep in mind that only approved submissions will display in the gallery.

Marketing

We can produce social sharing pieces that can be attached to Google UTM tracking codes. In addition, email and paid ads can be distributed through RAVEN5 or your team. It's important to determine an approximate amount of traffic expected, based on subscriber list size or targeted spends so that our servers can be scaled up accordingly to handle throughput.

Results

Entries collected throughout the contest include all user generated photos. Visitors are driven to a form that collects entries for English and optionally can be localized their language preferences.

Summary

A UGC Hashtag program allows you to reward existing customers and engage with new as you receive brand exposure across social media channels. In addition, UGC contests can include a release as part of the rules to let entrants know that all material being submitted could later be used by the contest sponsor.

Examples and Usage

Below are recent examples of User Generated Content campaigns from our clients.



Carter's | OshKosh (Canada)

Carter's | Oshkosh looked to reward its consumers with an engaging photo voting contest for Canada's 150th celebration. Visitors were able to register and upload a photo of their "Canadian Cutie" along with a caption. They could then share their submission via social media and email to gather votes. At the end of the campaign, the top voted entrants were rewarded by Carter's | Oshkosh.

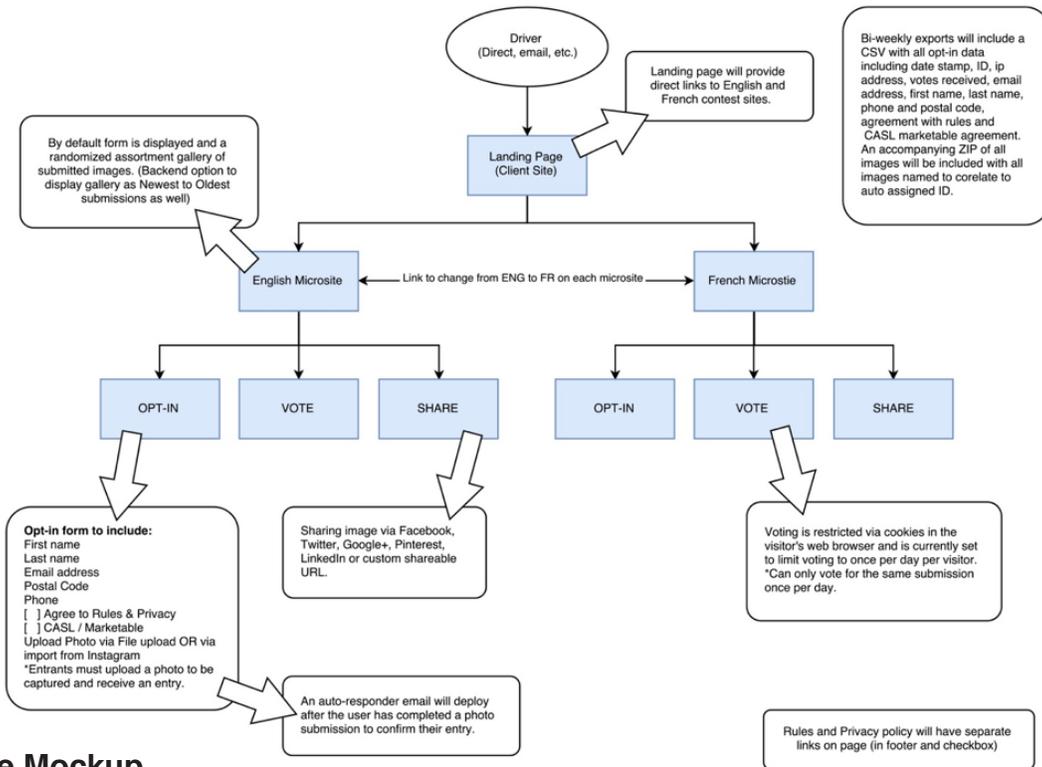
The contest allowed entrants to submit photos by first posting a photo to Instagram with the hashtag #MyCanadianCutie and then completing an entry form on the contest microsite that imported the photo. Alternatively, entrants could Upload a Photo directly to the contest site from their desktop/mobile device.

Deliverables

RAVEN5 designed and developed a custom contest microsite that captured First and Last Name, Email and Postal Code. It also allowed upload of a photo directly from a computer or mobile as well as connecting via Instagram to import a photo.

Examples and Usage

Site Architecture



Landing Page Mockup

The landing page mockup features the Carter's and OshKosh B'gosh logos at the top. The main headline reads '#MyCanadianCutie CONTEST' and 'WIN A \$500 SHOPPING SPREE & PHOTO SHOOT'. Below the headline is a photo of a smiling young girl. The form includes two options for photo upload: 'UPLOAD FROM COMPUTER' and 'SELECT INSTAGRAM PHOTO'. The form fields are: First Name, Last Name, Email, and Postal Code. There are checkboxes for 'I have read and agree to the Rules and Regulations' and 'Sign up for exclusive offers and other promotional material from Carter's | OshKosh and receive a coupon for \$10 off your first purchase of \$50 or more.' A 'SUBMIT' button is at the bottom. A note at the bottom states: '*You can unsubscribe at any time. Contact Us. *Applies exclusively to first-time members of the Carter's | OshKosh email database. You will receive the coupon by email within one week of sign-up.'

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Examples and Usage



Eddie Bauer

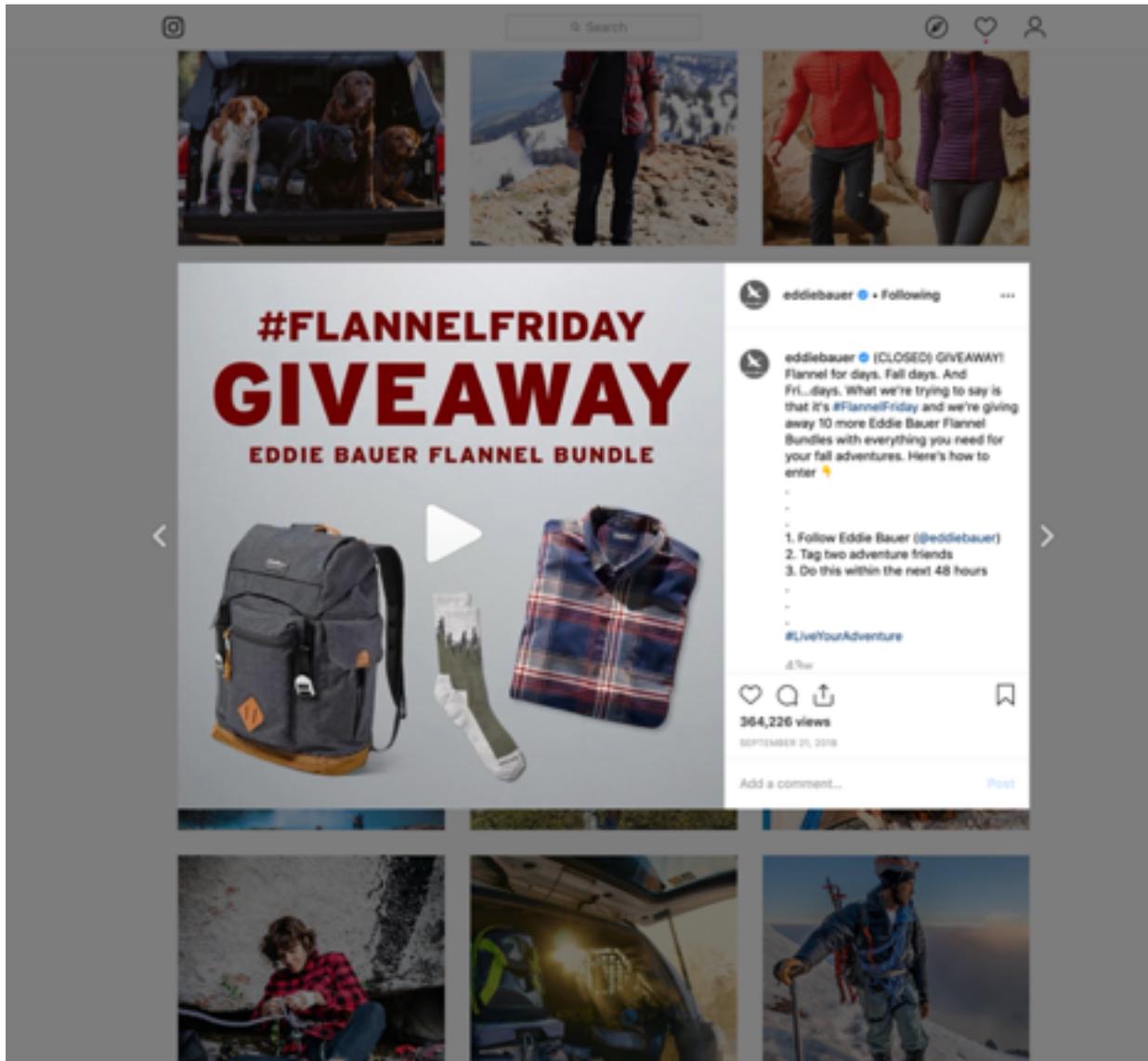
Eddie Bauer’s Instagram contests often revolve around their famous #WhyIHike hashtag. They often ask entrants to include this hashtag along with the entry, whether it be a photo of themselves or simply commenting with their answer and even tagging a friend. Optionally, we can capture comments from single posts as a “comment-to-win” contest instead of users’ public posts. The difference is that users aren’t able to comment with photos/videos on Instagram, instead it’s simply text and they can tag a friend to encourage new followers. By having users create their own posts and tag it accordingly you’re getting more user posts out there on Instagram talking about your brand.

Deliverables

1. Rules writing and hosted online
2. Winner Selection and notification (includes completion of tax forms where required)
3. Hosted rules on standalone site
4. Aggregated Instagram posts that included required hashtags

Examples and Usage

Eddie Bauer Example Post





Norwegian Cruise Line

Norwegian Cruise Line leveraged the debut of their 15th ship, Norwegian Joy by celebrating the intersection of travel and education by honouring deserving teachers that are doing the most to bring joy to their students. Teachers were nominated and received votes with the top 15 initially receiving cruises and the top voted receiving a donation to their school.

Prizing Increase, result of Great Response

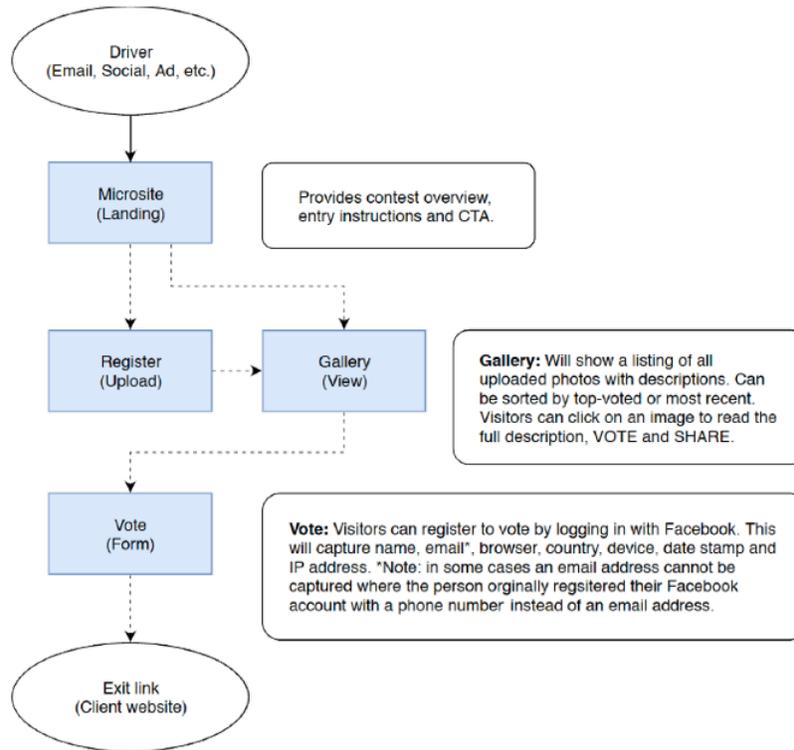
The campaign was so successful, Norwegian Cruise Line responded by updating its contest, now rewarding 30 teachers with 30 gifts of joy. Additionally, the top three teachers' schools would now receive \$25,000, \$15,000 and \$10,000 respectively. All of the winners were flown out to the Norwegian Joy Gala on May 3, 2019 in Seattle to accept their prizes. Each of the three grand prize winners' school principals and superintendents were also invited to accept the grand prize donations.

Deliverables

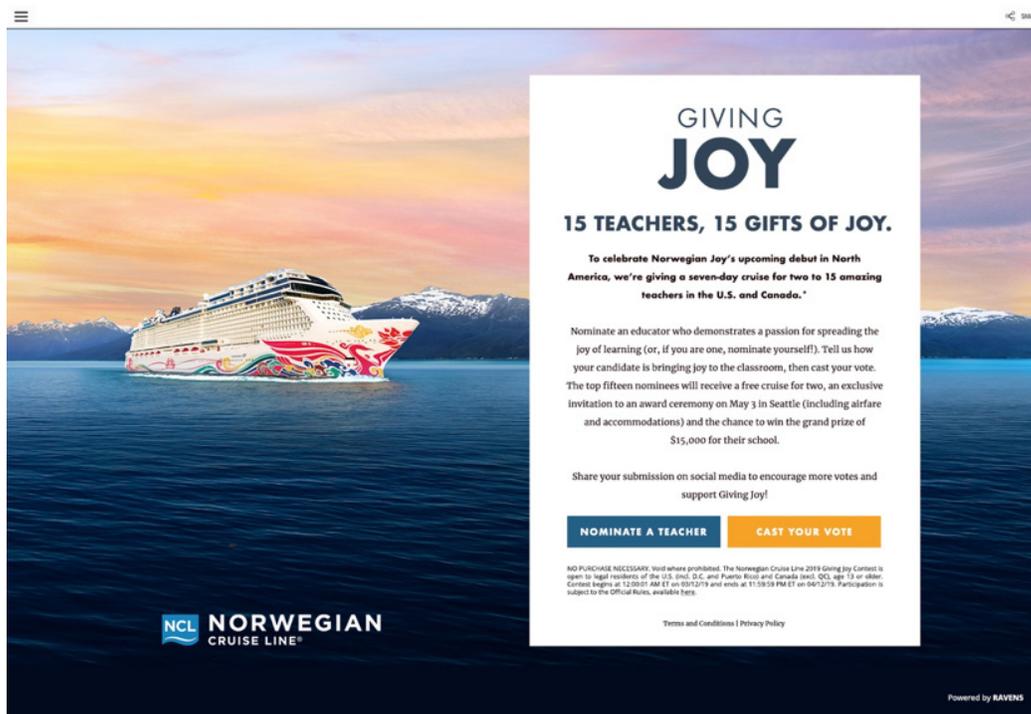
1. Contest Design, copywriting, development and scalable hosting
2. Data moderation (Submissions)
3. Winner verification (multi-phase)
4. Teacher Verification
5. Non-disclosure
6. Judging (See judging document)
7. Reporting (daily)
8. Support (Inquiries)

Examples and Usage

Site Architecture



Landing Page Example



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.

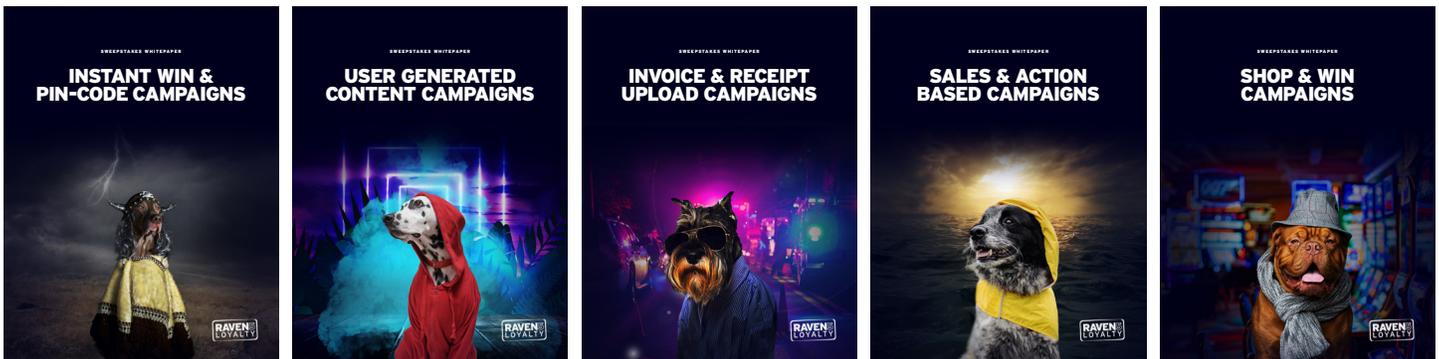
- Email marketing
- Social posting
- Paid social posting
- Display ads (Social & Google)
- Print ads in newspapers or magazines
- Printed coupon(s) or leaflet(s)
- Influencers (paid and unpaid bloggers/vloggers/micro and macro)

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.

