



DON JAGODA ASSOCIATES, INC.
PRESENTS OUR

ANNUAL PROMOTION REPORT

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

PRESENTATION
RECAP OF 2024 PROMOTIONS
AND A LOOK AHEAD TO 2025 STRATEGIES

OVERVIEW

DJA is thrilled to present our Annual Promotion Report for 2025! This report highlights some of our most impactful promotions from 2024 and offers valuable insights into the latest trends in promotion marketing.

Promotions are a cornerstone of successful marketing strategies. They not only drive customer engagement and boost sales, but also strengthen brand visibility and customer loyalty and provide a competitive edge in today's dynamic marketplace.

To maximize impact, it's crucial to craft promotion strategies that align seamlessly with your marketing objectives and resonate with your target audience to achieve optimal results.



WHY PROMOTIONS?

Here are the most popular marketing objectives that our clients successfully achieved by incorporating promotions into their marketing strategies in 2024



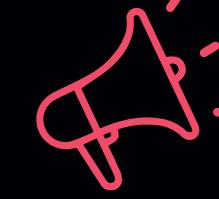
Generate
Marketing
Database



Incentivize
Purchase /
Drive Trial



Increase
Social
Engagement



Generate
Brand/Product
Awareness



Support
Business
Partnerships



Obtain
PR/Marketing
Content



Drive
Program
Registrations



Generate Marketing Database

Sally Beauty bondbar Sweepstakes

- Sally Beauty offered this sweepstakes to reward those consumers who already love bondbar, engage with those who have yet to experience the award-winning bondbar product line, and increase their marketing database.
- Driven through advertising and in-store announcements, consumers could scan the QR Code displayed in Sally Beauty stores or visit the promotion site to enter for the chance to win a trip for winner and three friends to Ambiente™ Sedona, a Landscape Hotel in Sedona, Arizona and receive a \$5,000 check and a year's supply of bondbar products for winner and their friends.
- To further encourage the trial of the bondbar products, upon successful registration via the microsite, the entrant was presented with a coupon and a store locator prompt.



Incentivize Purchase / Drive Trial

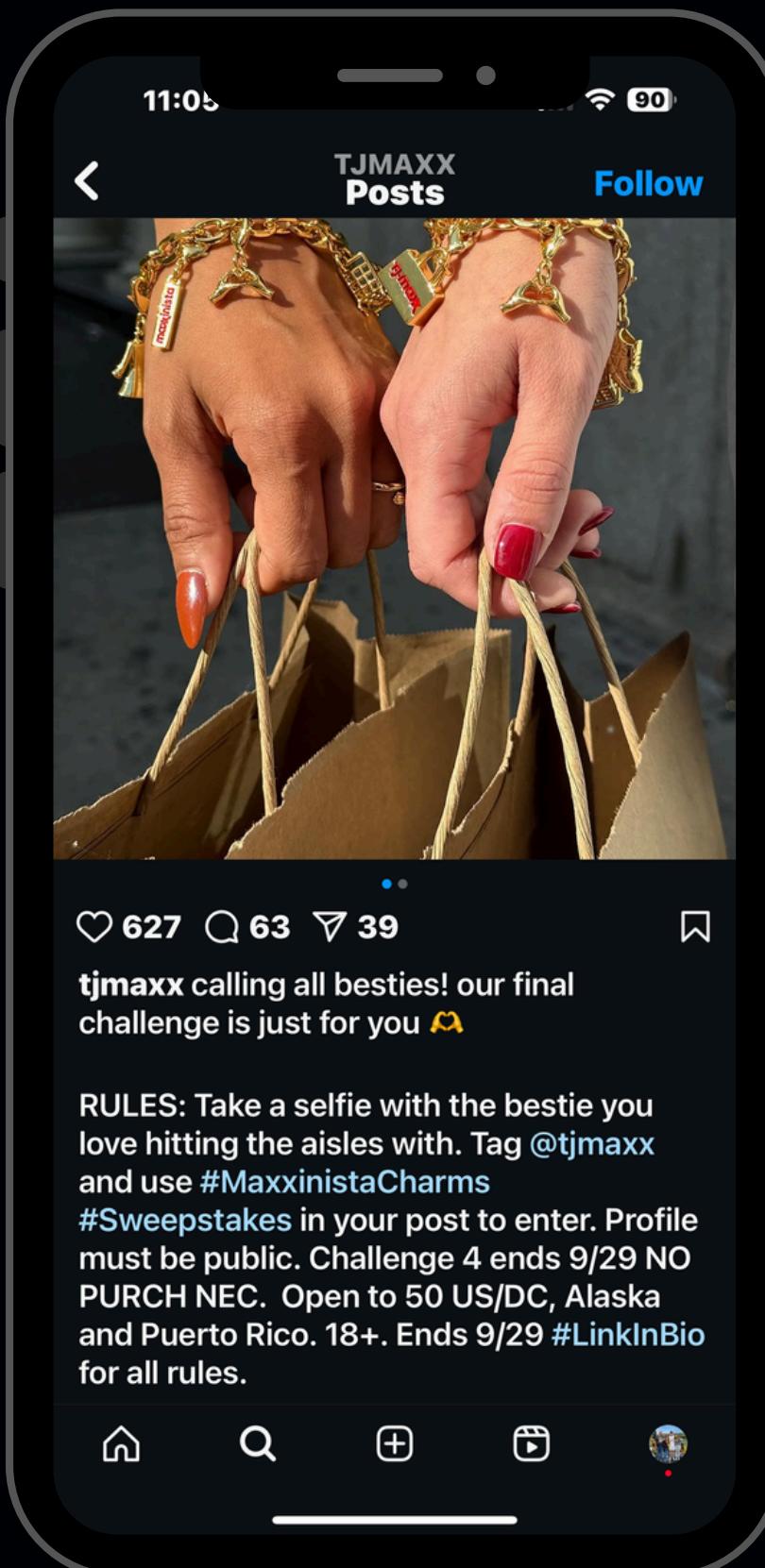
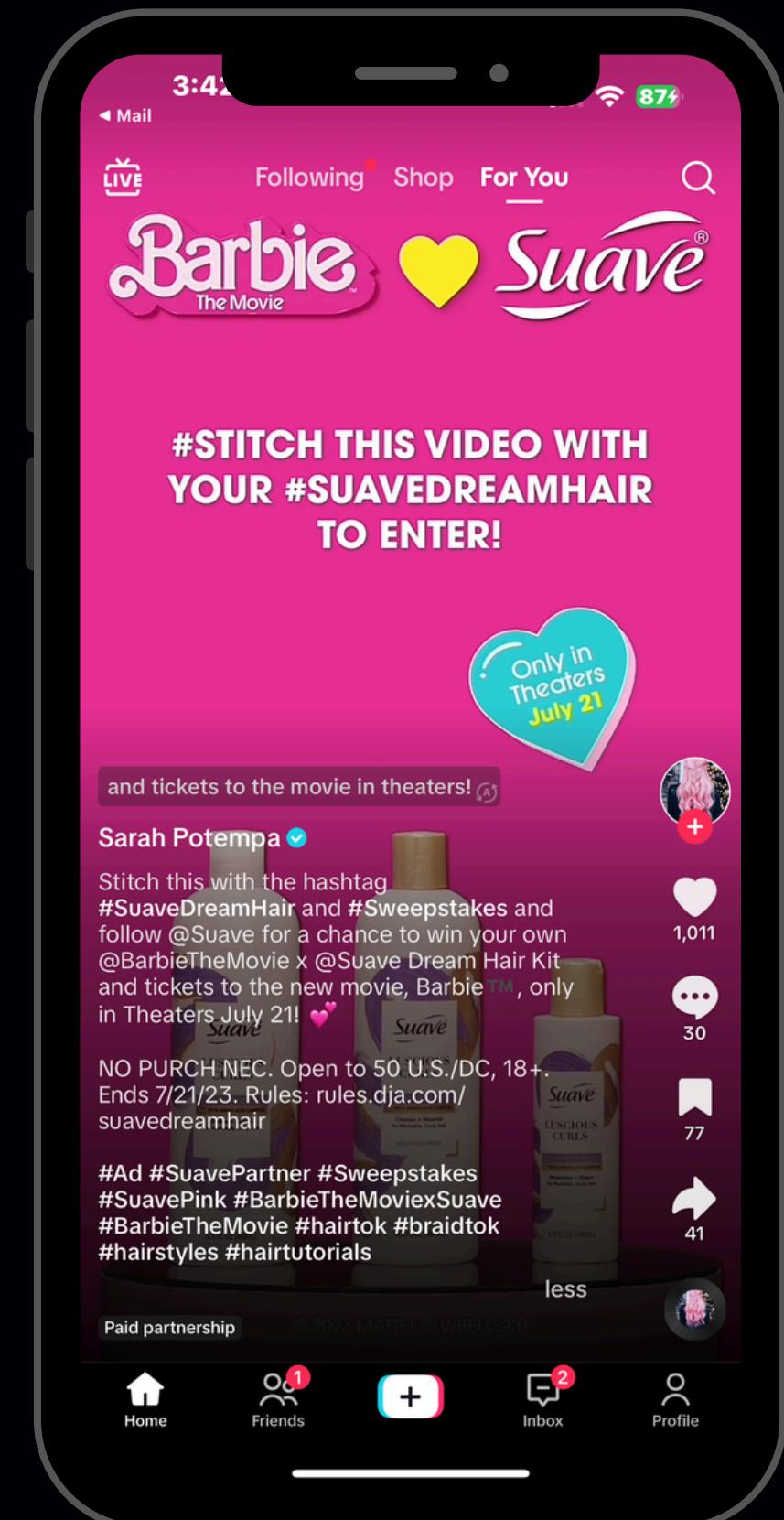
The landing page for the Little Caesars Summer of Hot-N-Ready Giveaways & Getaways. It features a cartoon character holding a pizza slice and a surfboard, with the text "SUMMER OF HOT-N-READY Giveaways & Getaways" and "THOUSANDS OF WINNERS EACH WEEK!". Below this, it says "THOUSANDS OF THE HOTTEST PRIZES! ALL. SUMMER. LONG." and "ENTER NOW FOR YOUR CHANCE TO WIN THIS WEEK'S SIZZLING PRIZE!". A section for "NIGHT AT THE MOVIES!" with an AMC Theatres \$200 gift card is shown. The entry form includes a text input for email, a checkbox for "I'm not a robot", and a reCAPTCHA field. The "NEXT" button is visible. The page also features "WEEKLY FOOD PRIZES, TOO" with images of pizza and bread, and a section for Little Caesars favorites like Crazy Bread and Italian Cheese Bread. Legal fine print at the bottom includes details about the promotion's rules and restrictions.

The Summer of HOT-N-READY® Giveaways & Getaways

- Little Caesars celebrated 20 years of their legendary Hot-N-Ready products with the Summer of Hot-N-Ready® Giveaways and Getaways promotion, which was successful in driving purchase of their products.
- In-store POS and digital menu advertising drove consumers to the promotion microsite where they could register their receipt to enter. In app and online purchases were also accepted and a no purchase method of entry was also offered.
- Each week, new prizes were revealed, including special getaways and once-in-a-lifetime experiences. In addition, thousands of winners could also score free Little Caesars products and merchandise throughout the summer.

SOCIAL ENGAGEMENT

#commentonpost #social UGC #stitchTikTok #tagafriend #repost #follow #createapin #influencers





Generate Brand/Product Awareness

Corona Sunbrew Peel and Reveal Instant Win Game and Sweepstakes

- Corona launched this promotion to promote and increase brand awareness for the new Corona Sunbrew Citrus Cerveza beverage, a refreshingly flavorful take on traditional Mexican beer.
- To enter for the chance to win a \$370 Uber gift card, consumers visited the promotion site and interacted with the product creative to “peel and win,” for a chance to instantly win a \$20 gift card and be entered into the sweepstakes drawing. After submitting an entry, consumers could submit a review for Corona Sunbrew to receive one Bonus entry into the sweepstakes.

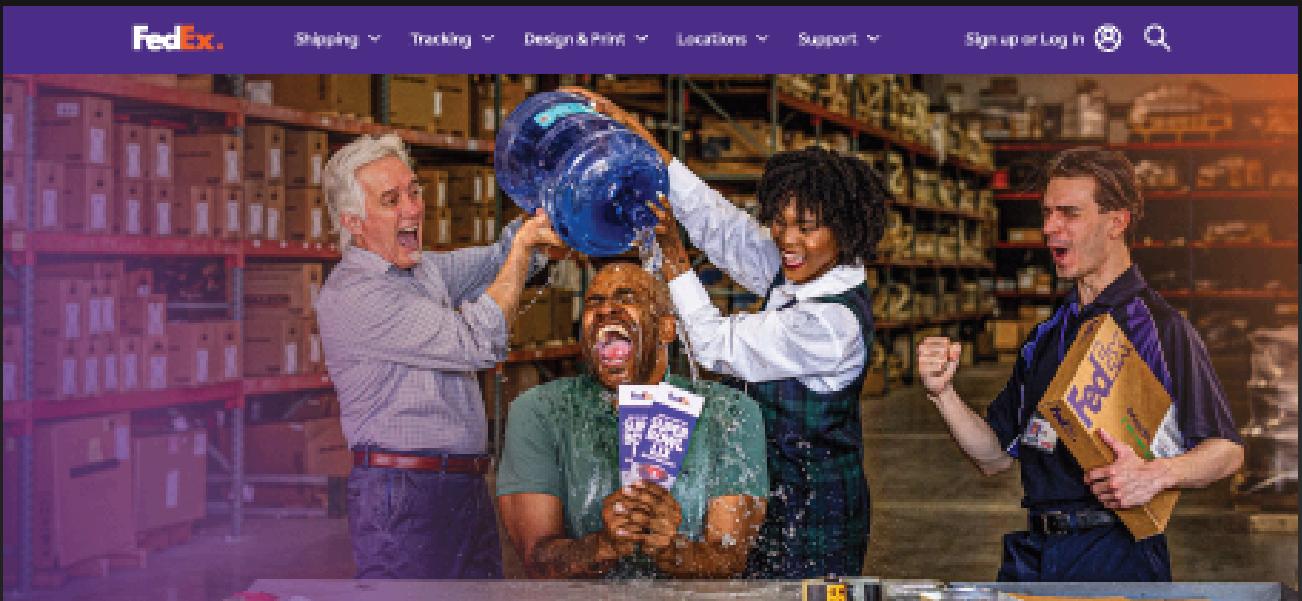
The image shows a promotional website for the Corona Sunbrew Peel & Reveal game and sweepstakes. At the top, it says "ENTER FOR YOUR CHANCE TO WIN A SUNBREW HAPPY HOUR PRIZE PACK" and "INSTANT WINNERS CAN WIN A \$20 GIFT CARD". The background features a green and orange citrus-themed design with a Corona Sunbrew bottle. A large orange box in the center contains a form titled "LET'S GET STARTED! PLEASE COMPLETE THE FORM BELOW." with fields for First Name, Last Name, Address 1, Address 2 (optional), City, State, Zip, Date of Birth, Email, and Phone. There is also a checkbox for "I have read and agree to the Official Rules." Below the form is a large image of a Corona Sunbrew bottle with a scratch-off label that says "SCRATCH HERE TO PLAY!". The text "PEEL & REVEAL FOR A CHANCE TO WIN!" is prominently displayed. At the bottom, it says "SUBMIT A REVIEW OF CORONA SUNBREW AFTER YOU PLAY FOR A BONUS GRAND PRIZE ENTRY!". The bottom of the page includes small text about responsible consumption and links to the Official Rules, Privacy Policy, Terms and Conditions, and Do Not Sell or Share My Personal Information.



Support Business Partnerships

FedEx Champion Shipper Sweepstakes

- As the Official Delivery Service Sponsor of the NFL, FedEx delivers more than just packages—it delivers unforgettable experiences. Over the years, FedEx has given customers the chance to win exclusive trips to the Super Bowl, bringing them closer to the action and the excitement of the game.
- FedEx eligible participants could register on the promotion site with their individual or business FedEx account number to receive one entry into the sweepstakes. Entrants could also score up to 199 additional entries when they ship using eligible FedEx® services. An alternate method of entry was also offered.
- Three Grand Prize winners received a 5-day/4-night trip for two to Super Bowl LIX, the First Prize winner received \$10,000, the Second Prize winner received \$5,000 and the Third Prize winner received \$2,500.



The Champion Shipper Sweepstakes



Three trips to Super Bowl LIX are up for grabs. Get in the game!*

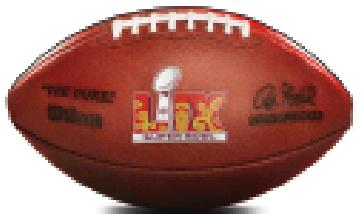
Don't just watch the big game. Enter the sweepstakes for the chance to live it. You could win a VIP trip to Super Bowl LIX in New Orleans—or up to \$10,000!

Register for free. Then ship with eligible FedEx® services to score up to 200 total entries.

[REGISTER FOR FREE](#)

You'll need a FedEx account to enter. Don't have one? [Open one for free.](#)
*No purchase necessary.

THREE GRAND PRIZES



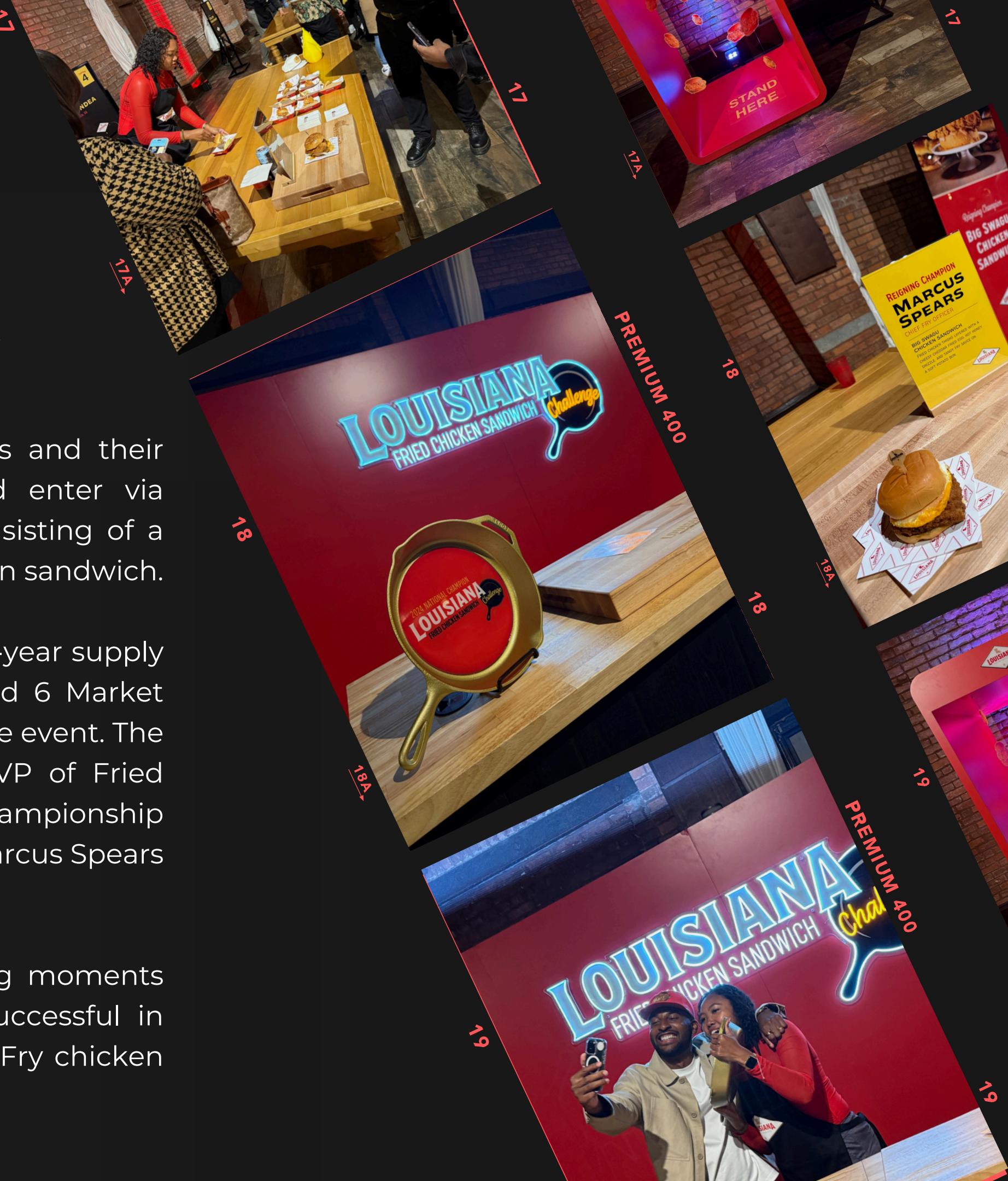
A 5-day, 4-night trip for two to
SUPER BOWL LIX IN NEW ORLEANS



Obtain PR/Marketing Content

The Louisiana Fried Chicken Sandwich Challenge Contest

- Louisiana Fish Fry was looking to promote their chicken products and their partnership with NFL personality Marcus Spears. Entrants could enter via Instagram, X, TikTok and Facebook by creating a post or story consisting of a photo and/or video of their original recipe for their favorite fried chicken sandwich.
- Entries were judged and 30 Semi-Finalists per Market received a one-year supply of Louisiana Fish Fry Chicken Fry product. Further judging selected 6 Market Finalists who received a trip to New York to compete in the Grand Prize event. The Grand Prize winner determined at the event was crowned the “VP of Fried Chicken” and received a trip to attend the professional football championship game in New Orleans, LA with media appearances and events with Marcus Spears as a guest of Louisiana Fish Fry in February 2025.
- From the creative entries submitted by participants to the exciting moments captured at the Grand Prize event, this contest was extremely successful in generating conversation and engagement about the Louisiana Fish Fry chicken products.

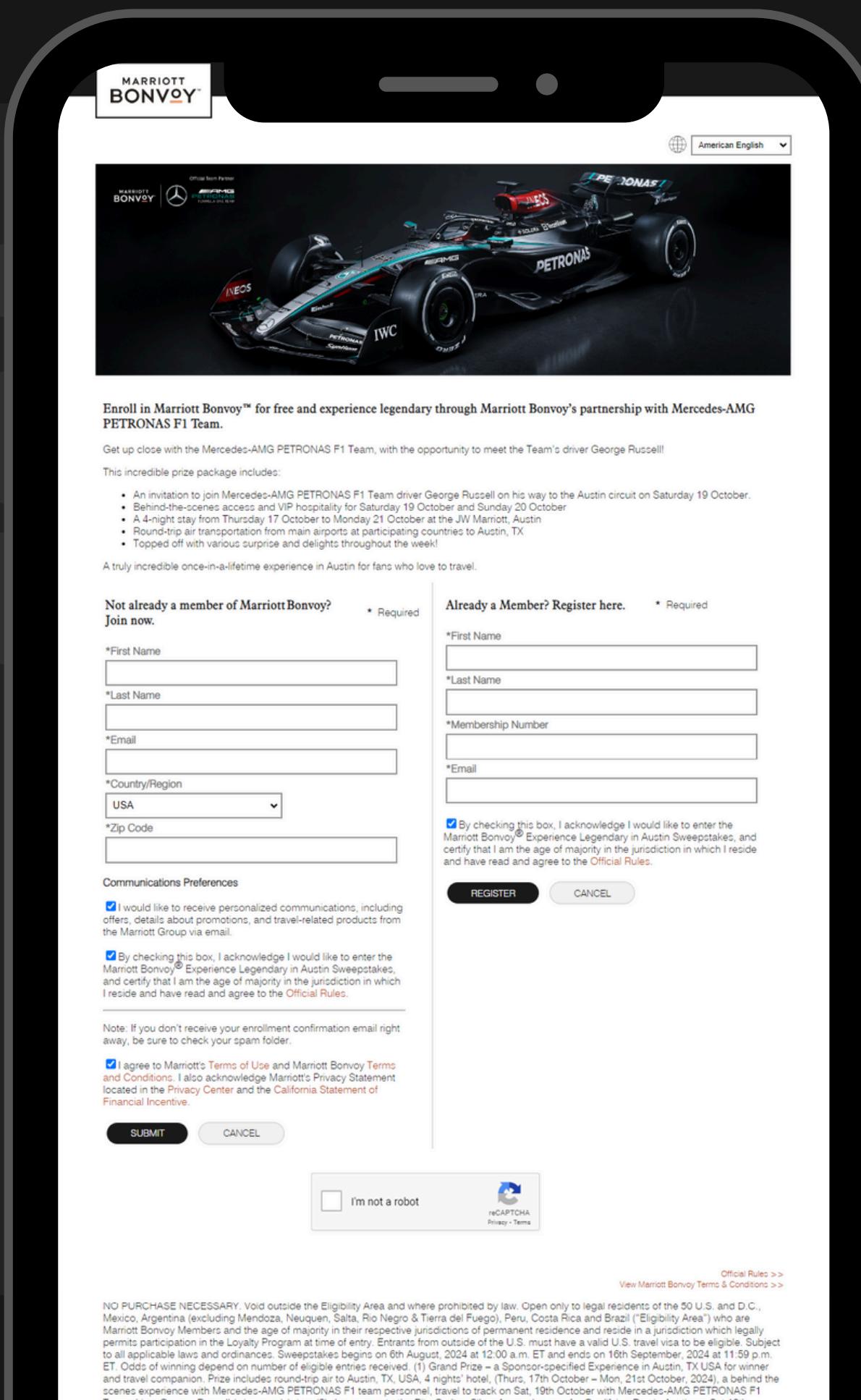




Drive Program Registrations

Marriott Bonvoy® Experience Legendary in Austin Sweepstakes

- To enroll new Marriott Bonvoy members and engage with existing Marriott Bonvoy members with an exclusive prize opportunity using their partnership with Mercedes.
- Marriott Bonvoy members who were residents of the U.S., Mexico, select areas of Argentina, Peru, Costa Rica and Brazil could enter by registering via the promotion site, including their Marriott Bonvoy member number or signing up for a Marriott Bonvoy account. The Grand Prize winner received a trip to Austin, TX, a behind the scenes experience with Mercedes-AMG PETRONAS F1 team personnel with the opportunity to travel to the track with Mercedes-AMG PETRONAS F1 Team driver George Russell and two-day access to the Ritz-Carlton Silver Arrows Lounge for qualifying day and race day and ground transportation.



The image shows a smartphone displaying the registration page for the "Marriott Bonvoy Experience Legendary in Austin Sweepstakes". The page features a large image of a Mercedes-AMG PETRONAS F1 racing car. Text on the page includes "MARRIOTT BONVOY" and "Official Team Partner MERCEDES-AMG PETRONAS F1 TEAM". A sub-headline reads "Enroll in Marriott Bonvoy™ for free and experience legendary through Marriott Bonvoy's partnership with Mercedes-AMG PETRONAS F1 Team." Below this, a paragraph describes the opportunity to meet driver George Russell. A list of prize details is provided, followed by a note about the experience being "truly incredible once-in-a-lifetime". The registration form includes fields for "First Name", "Last Name", "Email", "Country/Region" (with "USA" selected), "Zip Code", and "Communications Preferences". There are also checkboxes for acknowledging terms and conditions, agreeing to the "Official Rules", and a reCAPTCHA verification. At the bottom, there are "REGISTER" and "CANCEL" buttons, along with links to "Official Rules" and "View Marriott Bonvoy Terms & Conditions".

Official Rules >>
View Marriott Bonvoy Terms & Conditions >>

NO PURCHASE NECESSARY. Void outside the Eligibility Area and where prohibited by law. Open only to legal residents of the 50 U.S. and D.C., Mexico, Argentina (excluding Mendoza, Neuquen, Salta, Rio Negro & Tierra del Fuego), Peru, Costa Rica and Brazil ("Eligibility Area") who are Marriott Bonvoy Members and the age of majority in their respective jurisdictions of permanent residence and reside in a jurisdiction which legally permits participation in the Loyalty Program at time of entry. Entrants from outside of the U.S. must have a valid U.S. travel visa to be eligible. Subject to all applicable laws and ordinances. Sweepstakes begins on 6th August, 2024 at 12:00 a.m. ET and ends on 16th September, 2024 at 11:59 p.m. ET. Odds of winning depend on number of eligible entries received. (1) Grand Prize – a Sponsor-specified Experience in Austin, TX USA for winner and travel companion. Prize includes round-trip air to Austin, TX, USA; 4 nights' hotel, (Thurs, 17th October – Mon, 21st October, 2024), a behind the scenes experience with Mercedes-AMG PETRONAS F1 team personnel, travel to track on Sat, 19th October with Mercedes-AMG PETRONAS F1 Team driver George Russell (winner only), two (2) day access to the Ritz-Carlton Silver Arrows Lounge for Qualifying Day in Austin on Sat 19th October and race day on Sun 20th October. Other restrictions apply.

PROMOTION TACTICS



Sweepstakes

Sweepstakes remained as the top promotion tactic, as it easily meets many business objectives and can be easily integrated into various channels.



Games

Consumers love the immediate gratification instant win games provide and this tactic was incorporated online, on package and at on-site events.



Contest

Photo, essay and video contests were executed, and many offered amazing opportunities to be involved with the brand or their community initiatives.



Loyalty

Rewards Programs continue to be leveraged to retain customer loyalty, awarding points for purchases, redeemable for merchandise, travel and event tickets.



Incentives

First come, first served sampling programs get new products in the hands of consumers and "money-back" rebates support product claims.



Engagement

Continued use of Influencers to drive engagement remains popular and a "Surprise and Delight" tactic rewards followers who engage with the brand.

Sweepstakes

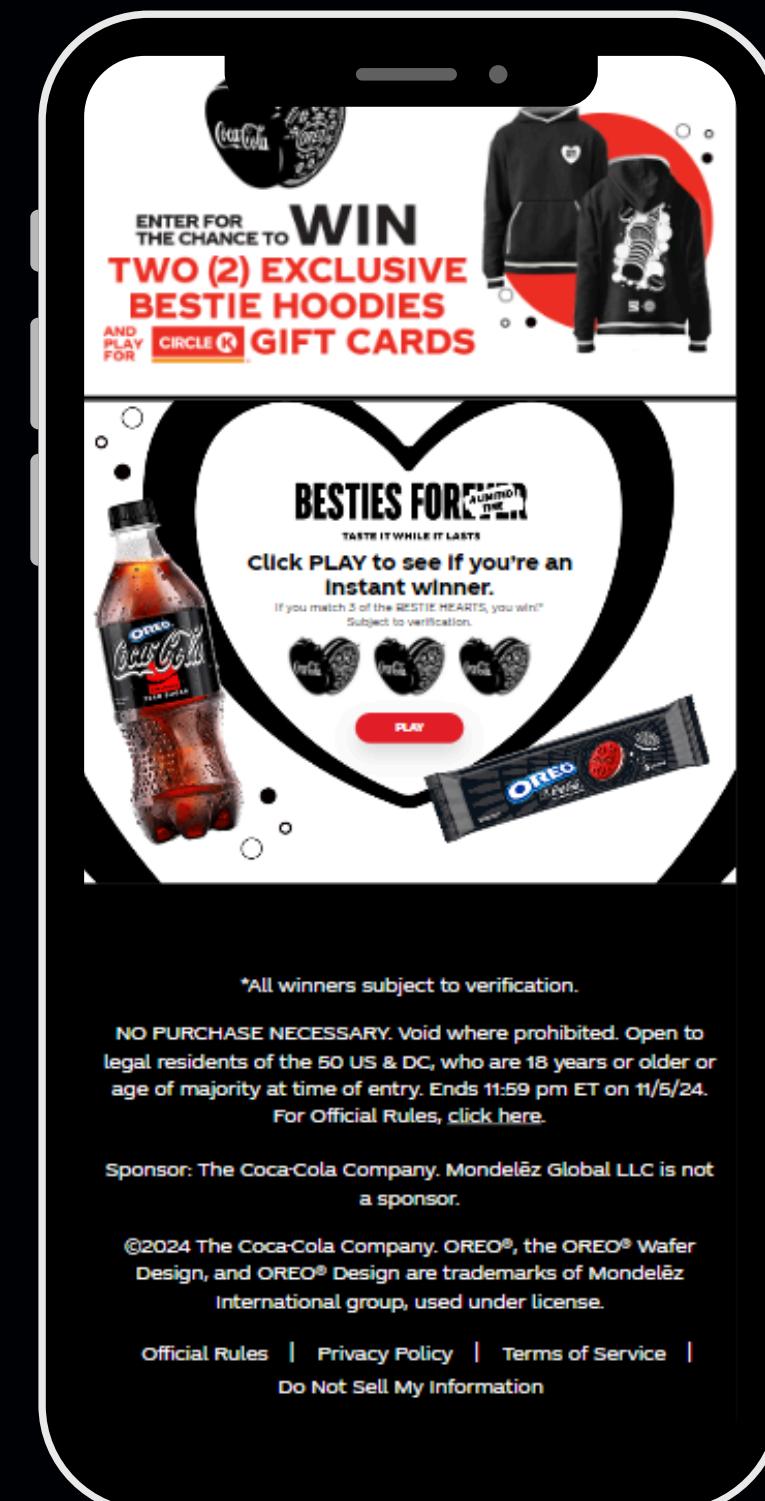
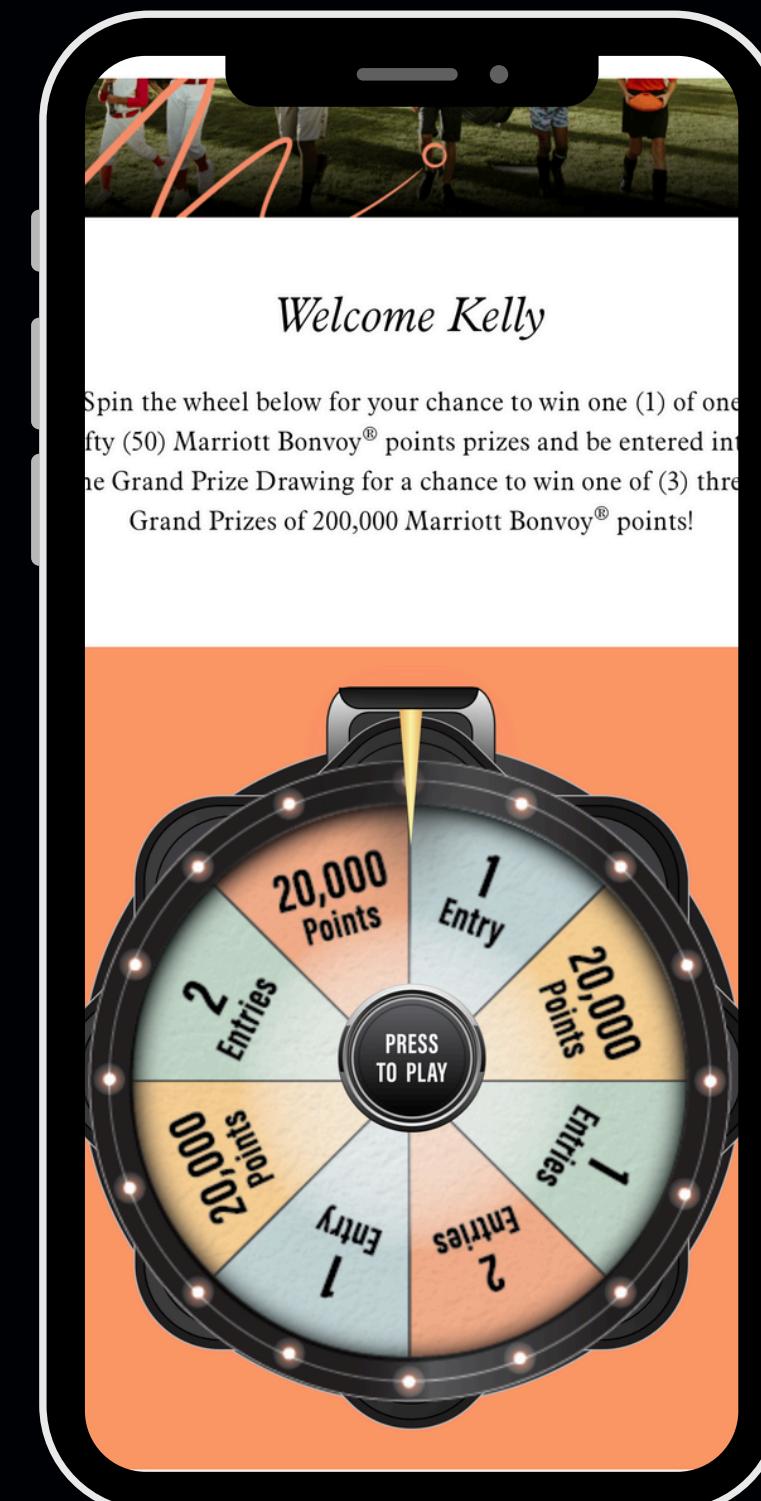
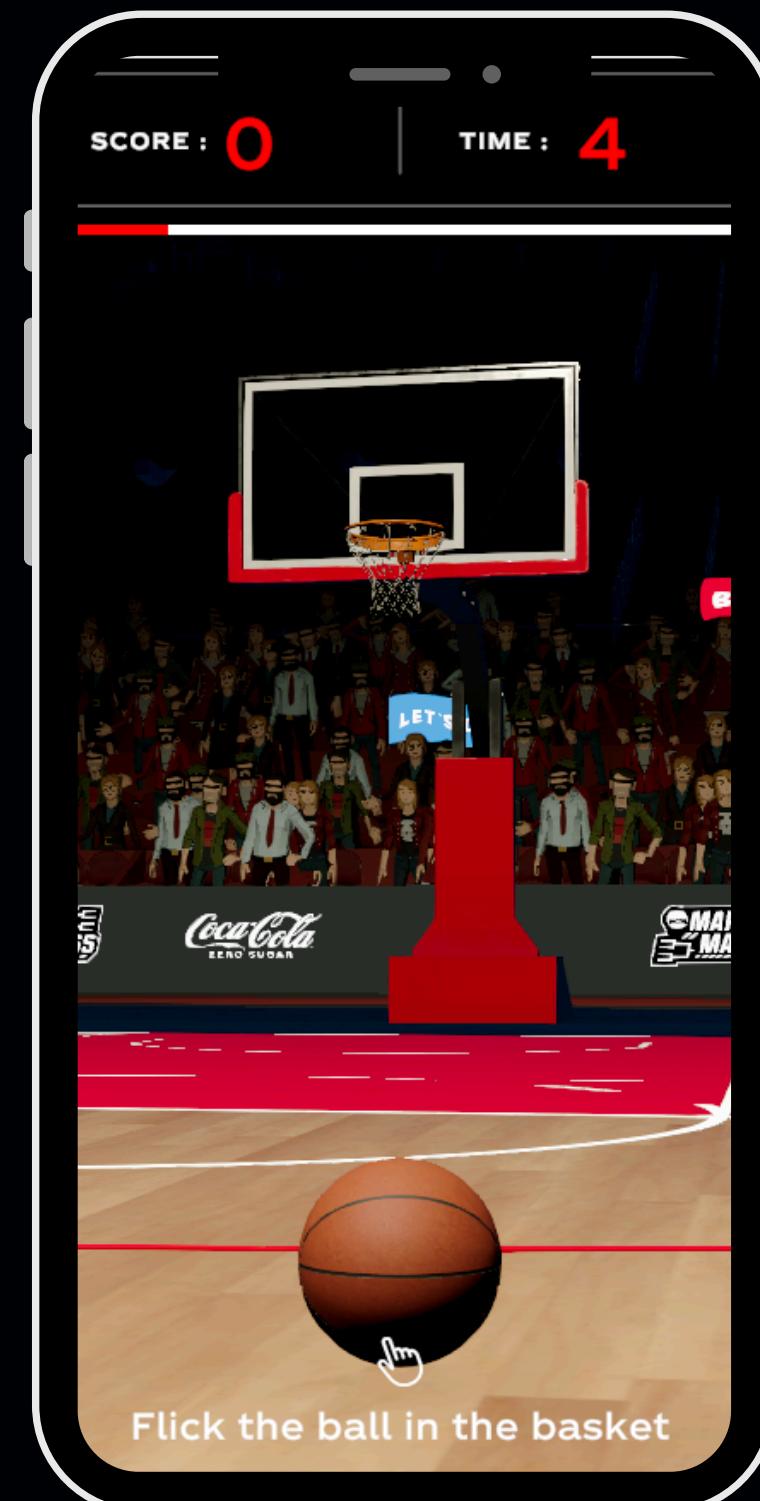
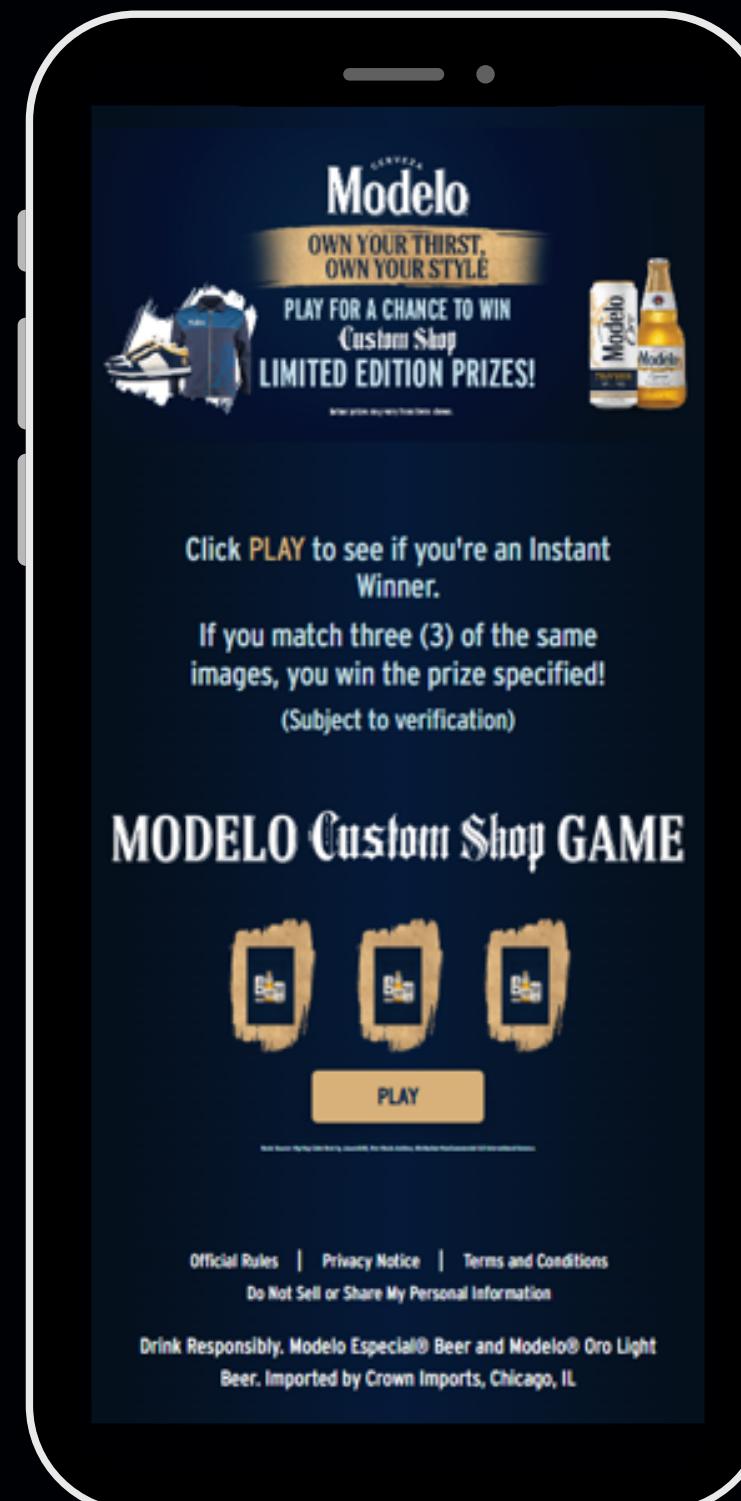


Ally Win Your Wheels Sweepstakes

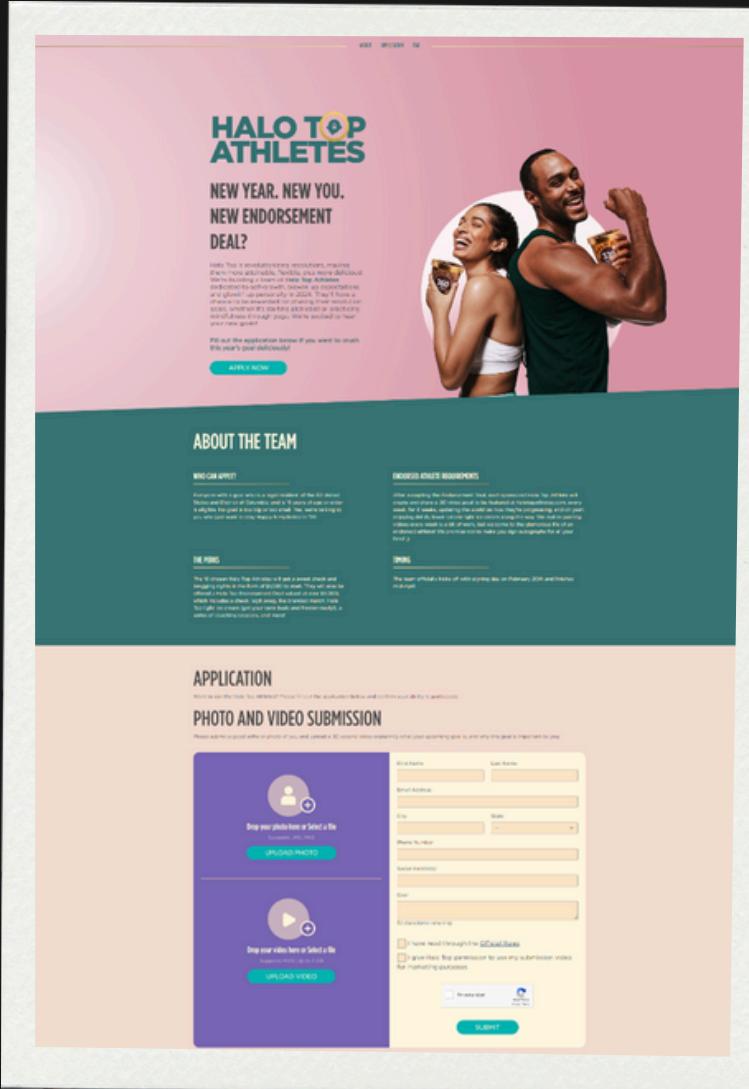
- Ally created the Win Your Wheels Sweepstakes to showcase their partnership with NASCAR and Hendrick Motorsports and support the brand messaging of putting customers in the driver's seat of their finances.
- Entrants could enter the sweepstakes by visiting the promotion site and completing the registration form to earn one entry into the random drawing.
- Five First Prize winners received a 5-day/4-night trip for two to the 2024 NASCAR Cup Series™, XFINITY 500™ race where they received a VIP race day experience and the opportunity to participate in the Grand Prize event where each First Prize winner could try to start the limited edition Chevrolet Camaro SS in Radiant Red, customized for the Hendrick Motorsports 40th Anniversary, that was on-site at the event for the chance to win it.

INSTANT WIN GAMES

Instant Win games offer instant gratification and an engaging, interactive way to showcase and promote products. Digital games can include a variety of game mechanics and can be tailored to feature brand/product highlights.



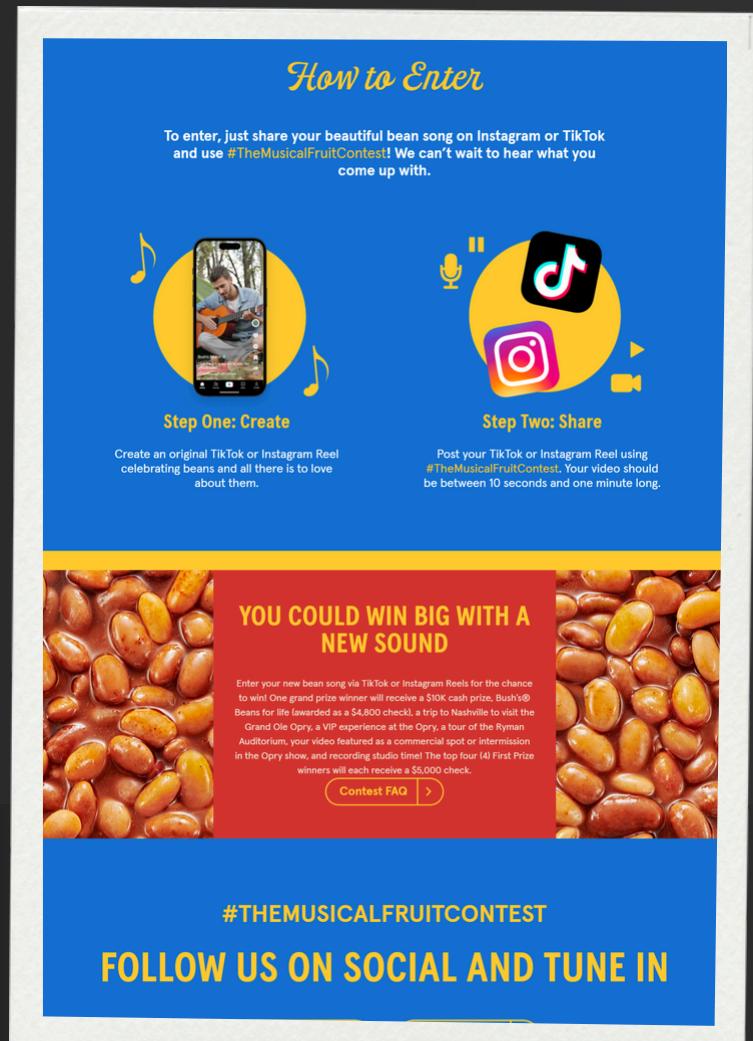
The Halo Top® Athletes Contest



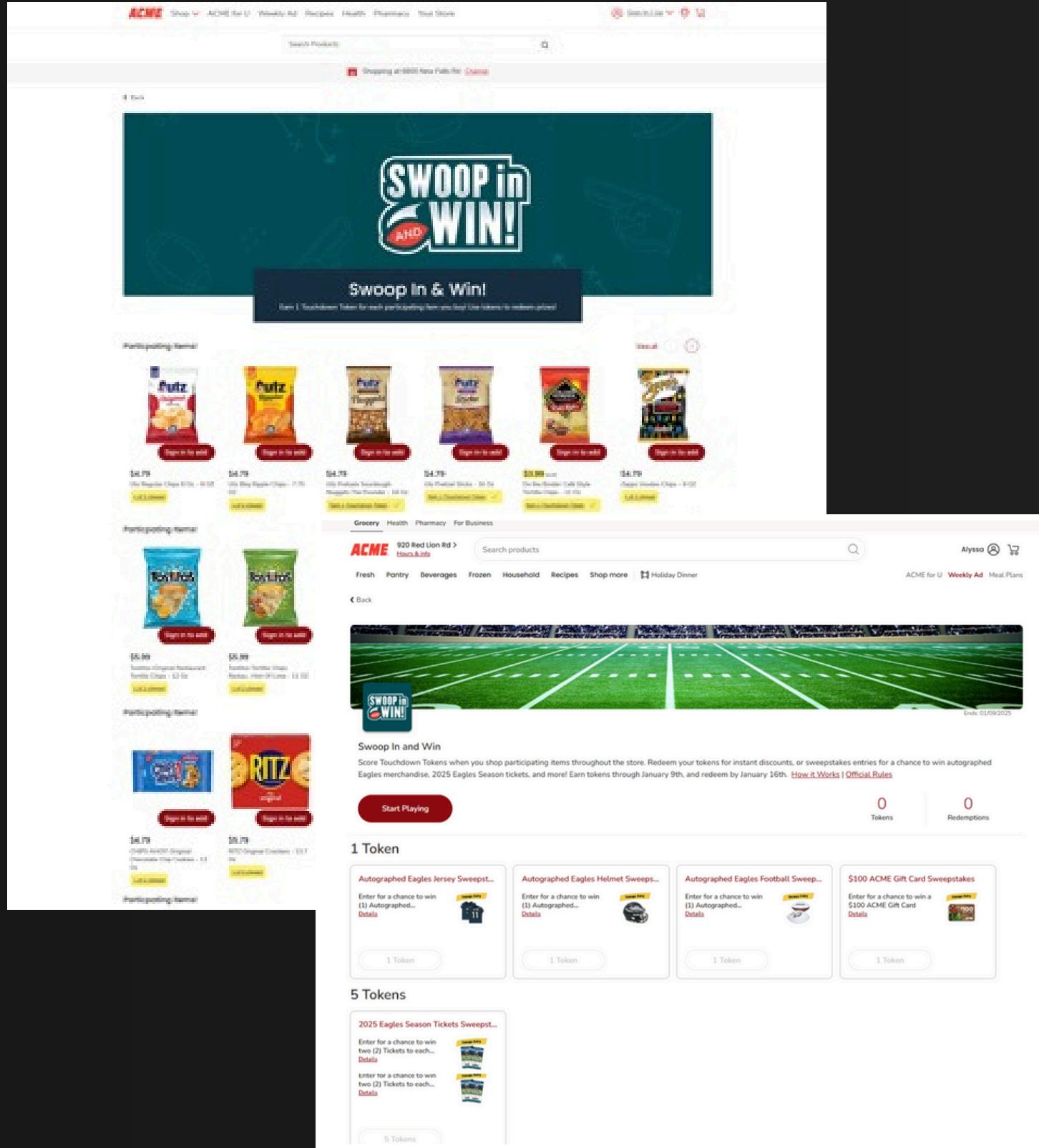
Halo Top wanted ice cream lovers to get paid for sticking to their resolutions and created a contest with the opportunity to win a sweet new endorsement deal where winners could also enjoy delicious ice cream and fitness merch along the way! Entrants visited the promotion site and completed the application form including a headshot, listing what their resolution goal was and uploading a 30 second video explaining what their upcoming resolution goal was and why this goal was important. Entries were judged to determine up to 10 Halo Top Athletes who received \$1,000 and the opportunity to participate in the Endorsed Halo Top Athlete Program. They were asked to create and share content about their resolution activity and received \$5,000, a series of coaching sessions tied to their specific goal, an athlete concierge to provide support and social media paid support for Endorsed Halo Top Athlete's social media accounts plus a minimum of 8 pints of Halo Top light ice cream for the duration of the contract.

Bush's Beans “Musical Fruit Contest”

- Launching ahead of the 30th anniversary for Bush's iconic “Roll That Beautiful Bean Footage” commercial, Bush's offered this contest as a creative way to reward fans with the opportunity to give the famous song a refresh. Entrants needed to create and post a video that featured themselves or their band's original version of the song “Beans, Beans, the Musical Fruit” on TikTok or Instagram accounts, including the hashtag #themusicalfruitcontest and the username of their designated band representative in the caption and follow @bushsbeans to enter the contest.
- The Grand Prize winner received a check for \$10,000, a 4-day/3-night trip to Nashville, Tennessee to visit the Grand Ole Opry where their winning video was featured onstage and Bush's Beans for Life.



Loyalty and Rewards



Acme Swoop In and Win Program

- Acme was looking to reward ACME for U® members and incentivize the purchase of participating brands throughout the fall football season in partnership with the Philadelphia Eagles.
- During the Promotion Period, ACME for U® members visited a participating ACME Market store and received one touchdown token for every participating product purchased. Participants then visited their ACME for U® account online to redeem their accumulated touchdown tokens for rewards or sweepstakes entries. An alternate mail in method of entry was also offered for each sweepstakes prize.
- Each of the four entry periods had their own prize pool which awarded Philadelphia Eagles game tickets and autographed helmets, footballs and jerseys and Albertsons gift cards.

Sales Incentives



Revance Aesthetics “The Gift of Glam” Sales Incentive Offer

- DJA worked with Revance to develop, procure and fulfill a Gift with Purchase program which rewarded practices that purchased a specific quantity of Revance injectables with a Dyson Hair Dryer imprinted with the Revance Aesthetics logo.
- This program was developed to collaborate with their accounts and provide strategic ideas on how the Dyson product could be integrated into patient promotions to further drive business growth, increase client engagement , and strengthen loyalty. Over 7,500 Dyson Hair Dryers were fulfilled for this promotion.

Engagement

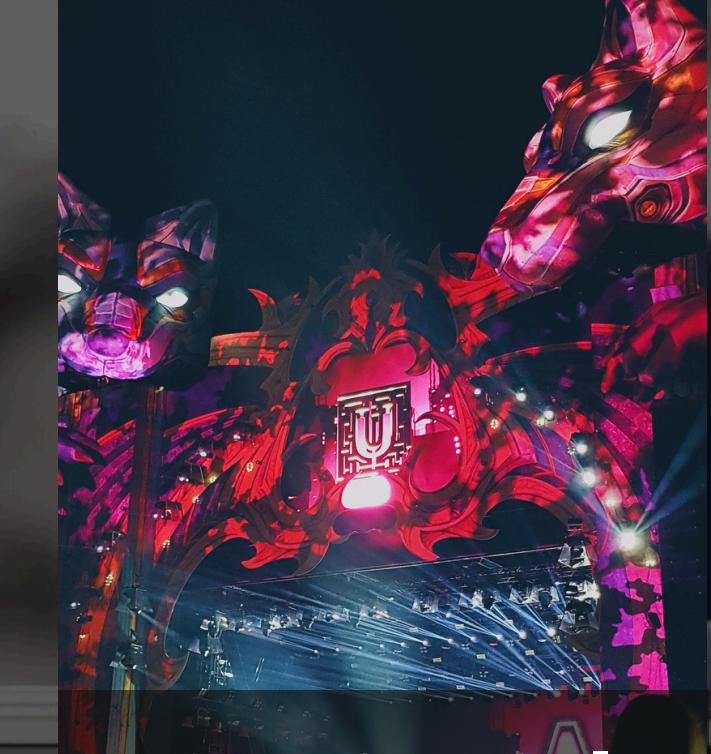


The Porsche Galentine Surprise & Delight Program

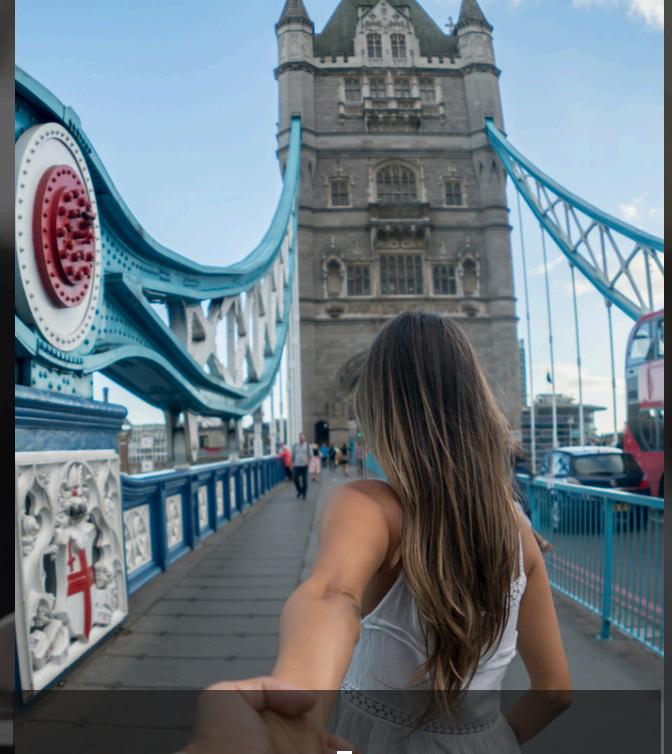
- Porsche leverages the Surprise and Delight tactic to increase engagement and conversation via their social media channels, increase brand sentiment and build one-to-one relationships by providing a positive brand experience.
- The Porsche social team shared a post on Instagram and selected three Instagram followers who engaged on the post and gifted them with a one-of-a-kind painting of a Porsche, created by one of three female Automotive Artists.

PRIZE TRENDS

- Experiential prizes are exciting to win as they are often not easily attainable
- Winners treasure the unforgettable memories created during a journey to a dream destination
- The instant gratification of digital gift cards is unmatched
- Consumers love winning branded swag that keep the brand top of mind
- Themed prize packages are a big hit when tailored to the target audience
- Electronic items have universal appeal and consumers love winning the latest gadgets



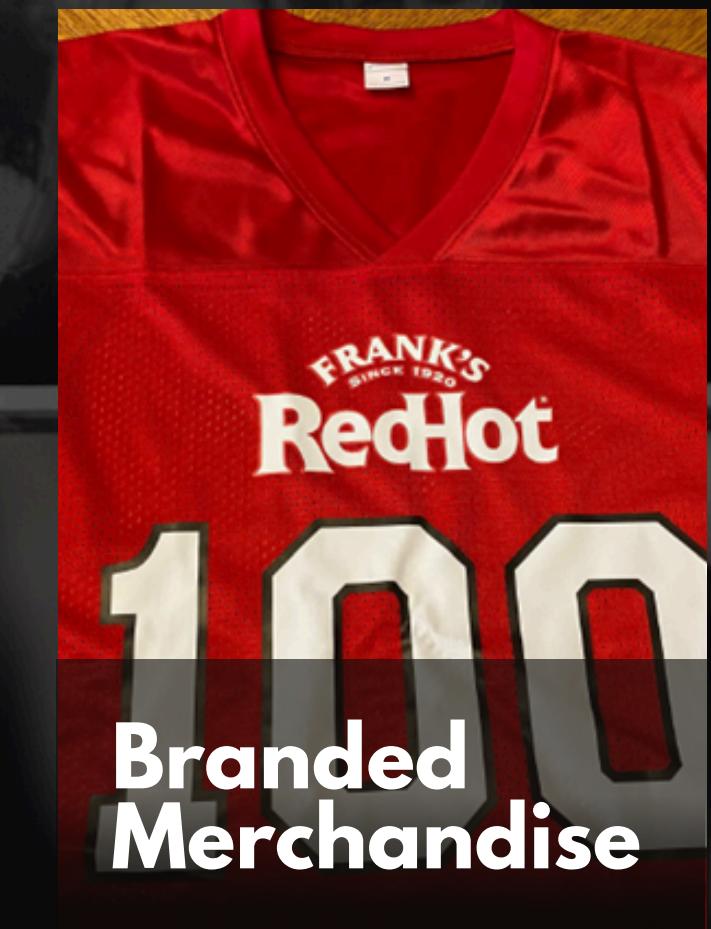
Experiential Prizes



Travel Prizes



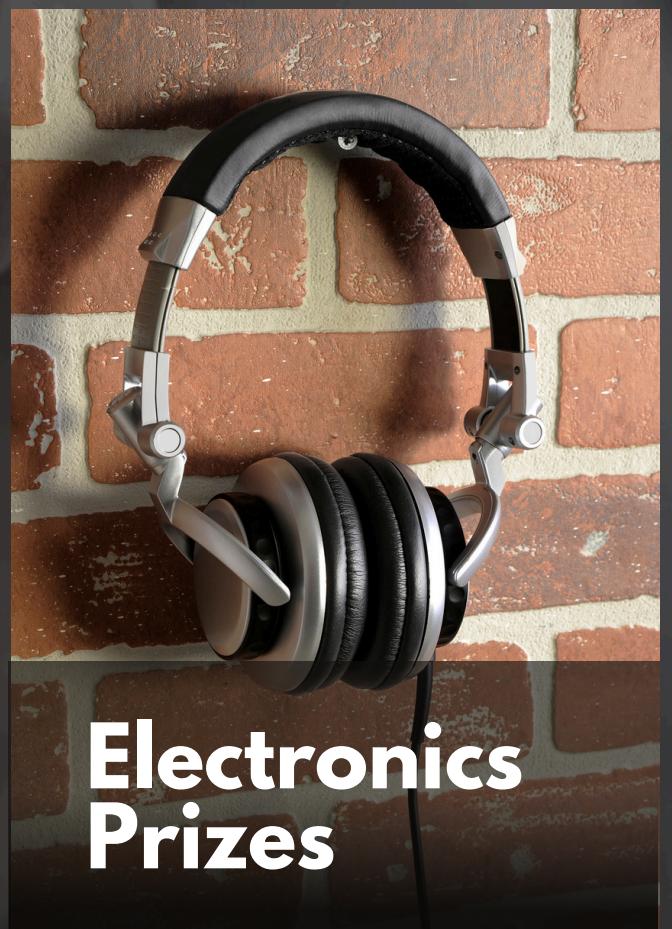
Digital Gift Cards



Branded Merchandise



Themed Prize Packages

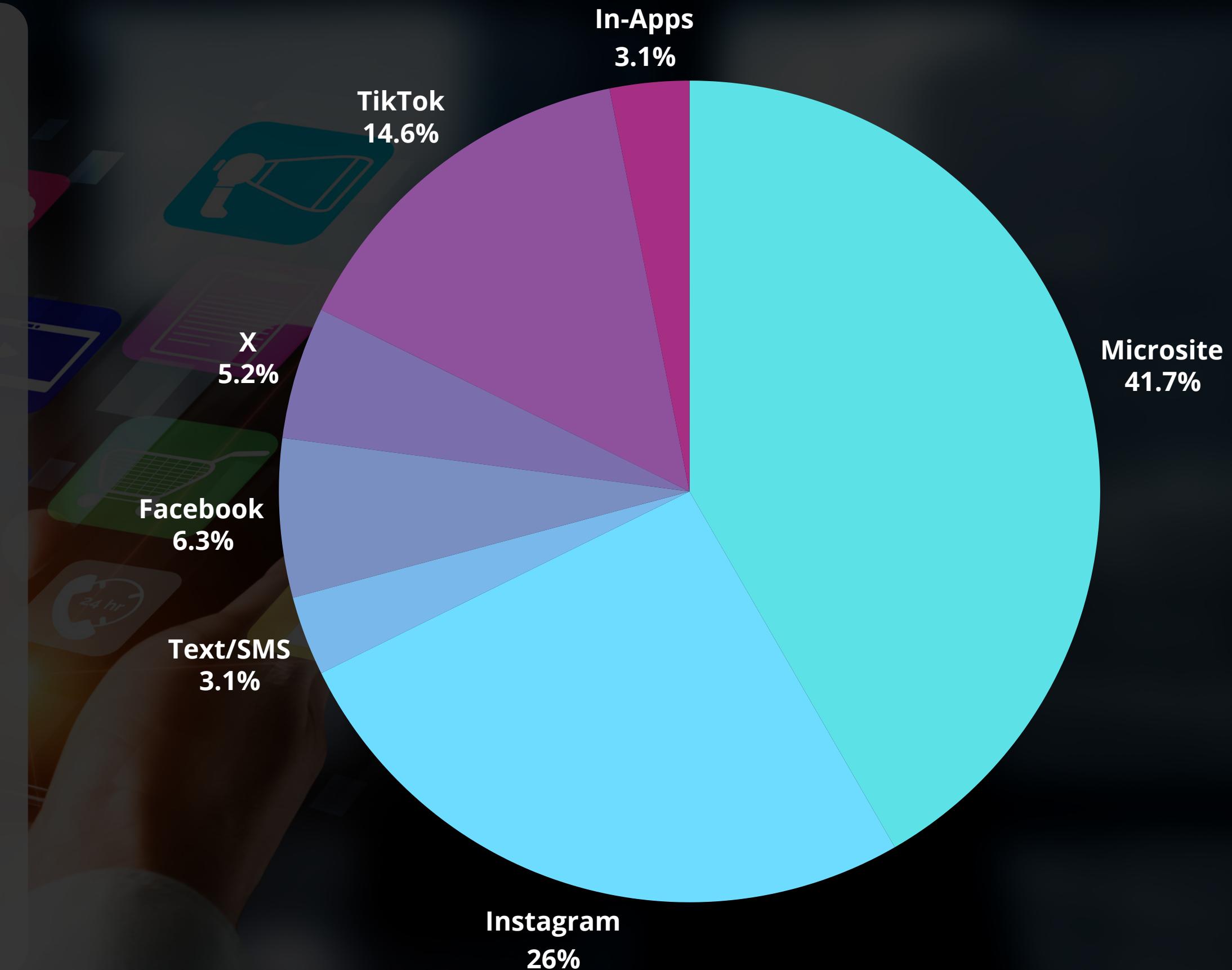


Electronics Prizes

WHERE ARE PROMOTIONS BEING EXECUTED?

Promotion microsites and social channels remain popular choices, but the best platform for a promotion depends on your goals and target audience.

Each channel has unique advantages and challenges, so it's essential to evaluate them carefully to align with your marketing objectives.





The Coca-Cola® The Heroes Sweepstakes

- Coca-Cola partnered with Marvel to create an exciting promotion where consumers scan limited edition Coca-Cola® products with Marvel characters to unlock exclusive AR experiences and had a chance to win epic prizes.
- Consumers visited the promotion site and first needed to log into or create a Coca-Cola website account to receive one instant win game play. They could then scan the eligible character on the special promotion cans and bottles to open the Augmented Reality experience and register or log into their Account. For single scans of specially marked cans and bottles, the entrant received a Character to add to their dashboard on the website and would receive a sweepstakes entry into the drawing selected by the entrant (either Disney Cruise or Ultimate Fan Experience) for each eligible Character added to their dashboard. An alternate mail-in method of entry was also offered.
- Instant Win prizes (can scan not required) included collectibles, swag and AMC and Disney vouchers/gift cards. One Disney Cruise Line Vacation Package and one Ultimate Fan Experience trip was awarded in the sweepstakes drawings.

THE Coca-Cola COMPANY

Brands Discover > Impact > Shop

HOME SCAN MATCHUP SCAN MY COLLECTION ALL CHARACTERS

Coca-Cola MARVEL

FANS ASSEMBLE

Scan to collect characters on limited Coca-Cola® products, a chance to win epic prizes and unlock exclusive AR experiences.

Scan a Character

How it Works

- 1 Buy Grab participating Coca-Cola® products.
- 2 Scan Launch the experience from the QR code.
- 3 Enjoy Unlock characters and experience epic moments.
- 4 Enter Enter for a chance to win epic prizes from Coca-Cola.

Heroic Matchups

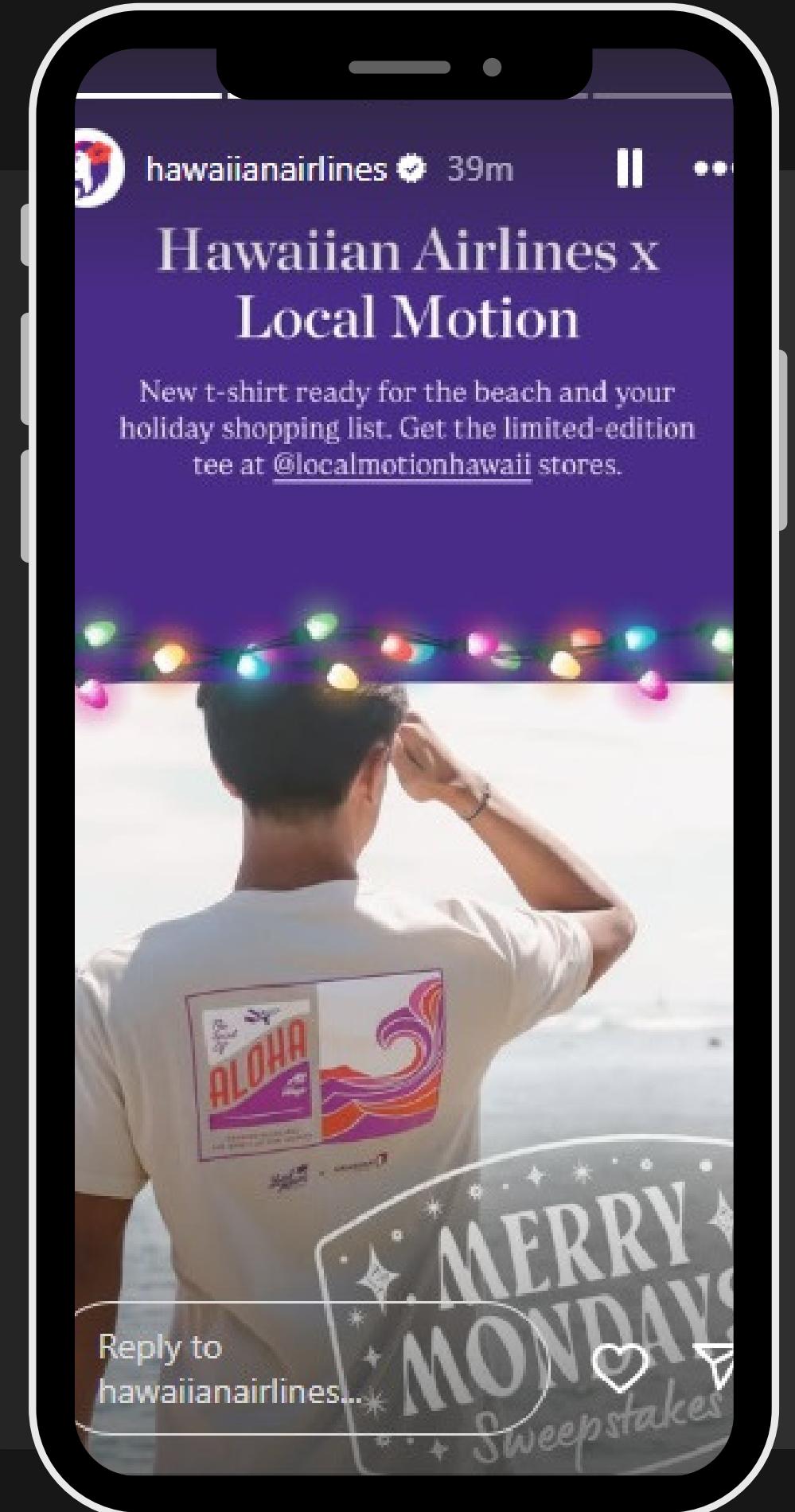
Scan two products together to unlock exclusive AR experiences.

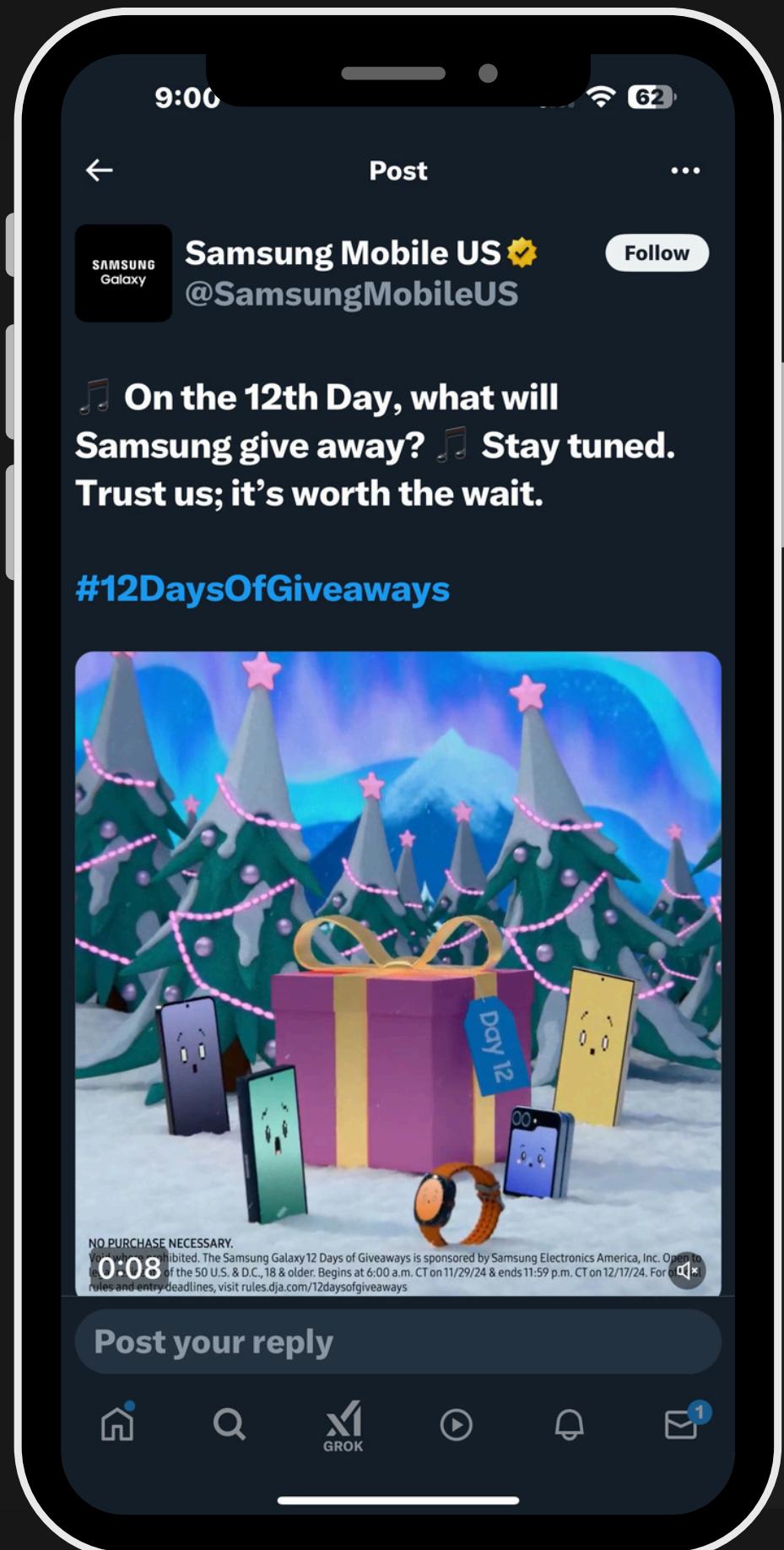
Scan a Matchup



Hawaiian Airlines Merry Mondays Sweepstakes

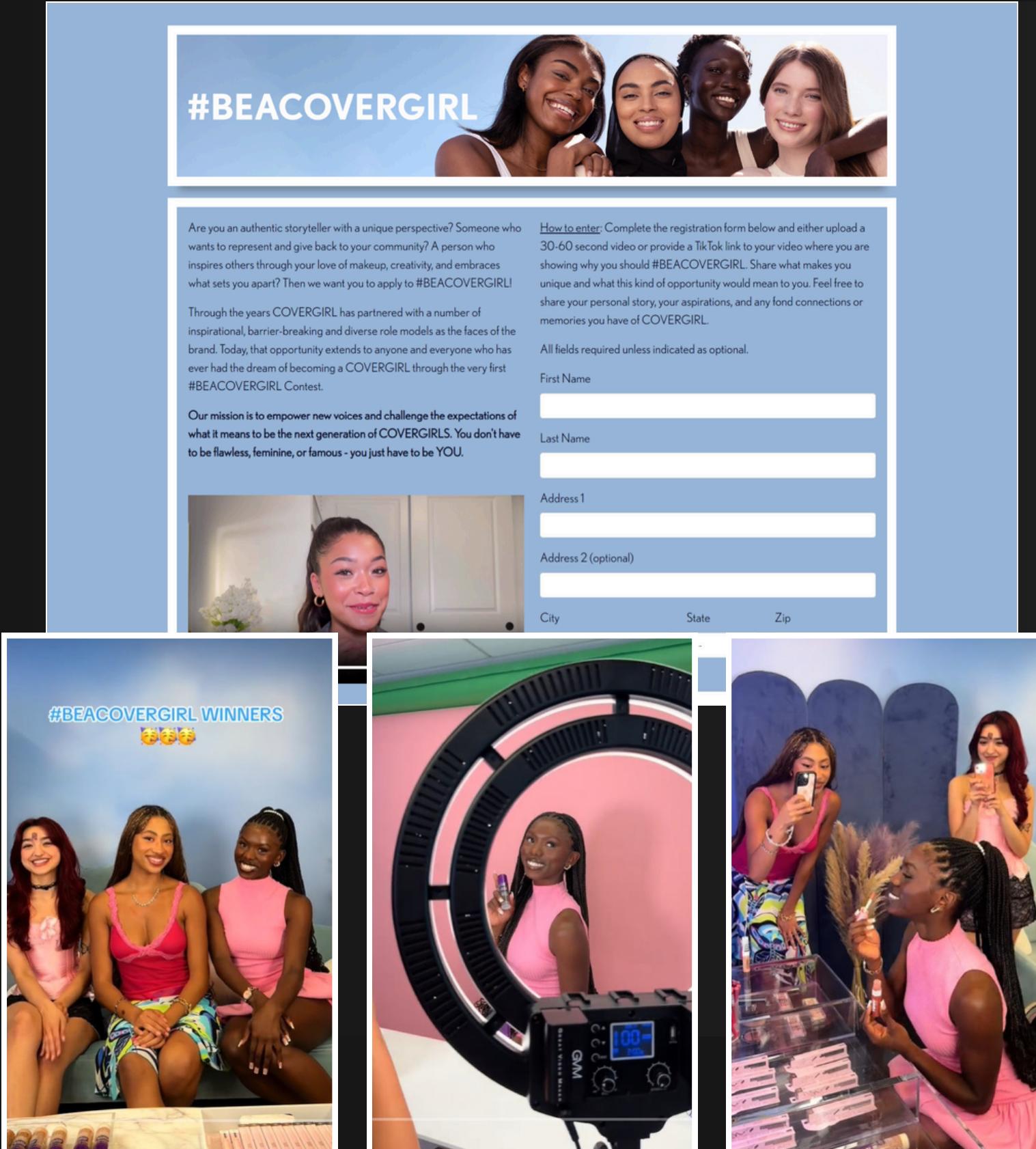
- Hawaiian Airlines was looking to increase social engagement on their Instagram account and to various partner accounts during the holidays.
- During each of the four entry periods, Hawaiian Airlines posted a sweepstakes call to action post on its Instagram page and each week featured a different partnership company. Entrants need to like the post, follow @hawaiianairlines and any featured partner account and comment on the post to receive one entry into the applicable entry period's random drawing.
- Prizes included a Local Motion x Hawaiian Airlines Collaboration T-Shirt, an Aloha Collection x Hawaiian Airlines prize package, HawaiianMiles and a Hawaiian Airlines branded Gacha Set.





Samsung Galaxy 12 Days of Giveaways

- Samsung often utilizes X to increase their social engagement and drive awareness about their various products. Each day in the 12 Days of Giveaways promotion, a Samsung product was featured with instructions on how to submit a sweepstakes entry for a chance to win the product featured in that day's post. Instructions included using specific hashtags/tags and quoting/quote retweeting the post with how you would use the product featured in the post.
- The winner each day received the featured Samsung product and higher valued prizes also included a check to help offset tax implications of the prize.



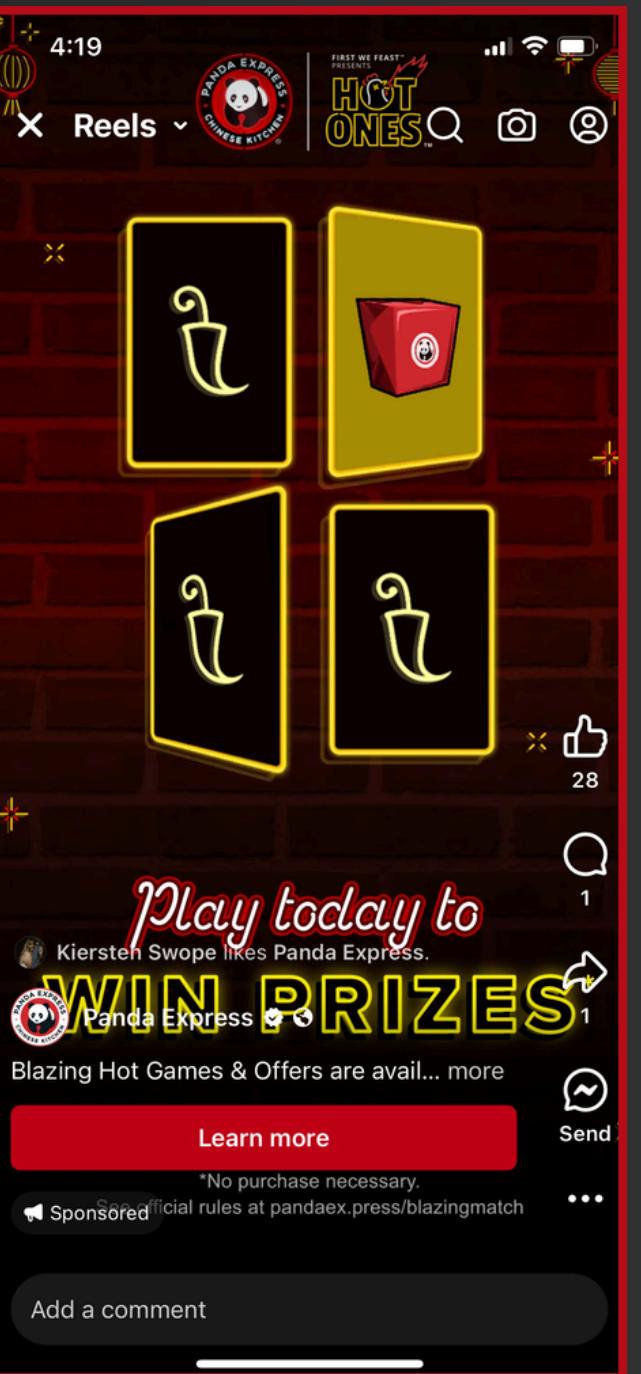
Coty Inc. The #BEACOVERGIRL Contest

- Consumers could enter by visiting the promotion site, completing the online registration form and selecting to either submit a 30-60 second video or provide a link to their TikTok post showing why they believe they are the new face of the CoverGirl brand to receive one entry in the contest.
- Entries were judged to determine three Grand Prize winners who received a trip to New York, NY including a curated day of ambassador development along with meeting current CoverGirls and a gift of over \$5K in prizes to kick off the winner's ambassador ambitions including a camera and microphone kit, camera lenses, camera tripod, lighting and make up products. All entrants who did not win received a branded gift box of Covergirl makeup products.



Panda Express Blazing Bourbon Chicken Game

- To celebrate the nationwide launch of the fan-favorite Blazing Bourbon Chicken and to increase in-App engagement, Panda Express launched the Blazin' Match Game, giving guests the chance to win instant prizes!
- Guests could play the Blazin' Match Game through the Panda Express app where they could match the cards to find all the pairs of matching icons (ingredients, menu items, etc.). Upon successfully completing a level, players were presented with a Panda Express menu item offer. Players could choose to follow the on-screen instructions to claim that offer or play the next level. If a player chose to play the next level, they forfeited that offer. Players who completed Level 3 were presented with the opportunity to follow the on-screen instructions to claim the final offer. In addition, for each play period, one Grand Prize of Free Plate for a year was randomly seeded.





Corona Cinco 2024 Sweepstakes

- To support the messaging that Cinco de Mayo begins with Corona and create awareness of Corona's partnership with Tostitos®, the sweepstakes microsite showcased Tostito-based recipes and gave consumers the chance to win gift card codes from Uber, Cash App and Instacart to get their Cinco celebrations started.
- Displays at participating Corona retailers contained a QR code that consumers scanned to auto-populate the keyword SI, in order to text to a short code. After selecting ENGLISH or ESPANOL, consumers selected which prize drawing they wanted to enter: CASHAPP, INSTACART or UBER. Consumers could also enter via a promotion microsite, selecting the prize drawing they would like to enter.
- Hundreds of each of the digital prizes were awarded each week during the five week entry period.



PROJECTED TRENDS FOR 2025

PERSONALIZATION AND TECHNOLOGY

Marketers will use advanced technologies, data insights, and AI to create dynamic, personalized content and messaging that drive engagement, conversion, and stronger customer relationships.

GLOBAL

Global reach is essential for brands seeking to engage diverse audiences worldwide. Careful planning is required to be compliant with local laws and regulations in each country.

UGC CONTENT

With the growing demand for video content, brands will seek organic consumer-generated content through promotions and utilize interactive tools to boost viewer engagement and real-time interaction.

GEN Z

Engaging with Gen Z is crucial for brands aiming to stay relevant, as they shape current and future market trends. Their preference for personalized, tech-driven experiences compels brands to innovate and adapt their strategies.

INFLUENCERS

Influencers play a vital role in marketing, driving campaigns, microsite traffic, and contest entries through integrated calls to action and can also be featured as part of the prize.

EVENTS

In-person events leverage advanced technologies to deliver immersive brand experiences that engage and captivate audiences creating memorable interactions and a deeper connection with the brand/company.

MOBILE AND SHOPPER MARKETING

Campaigns will prioritize a mobile-first strategy, driving customers to company apps for a seamless experience. Shopper marketing programs will continue to use promotions to encourage trials and purchases.

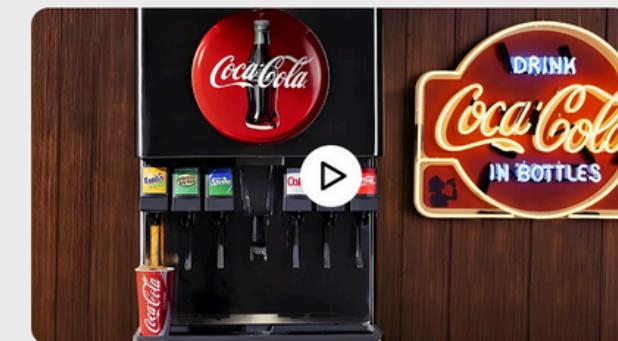
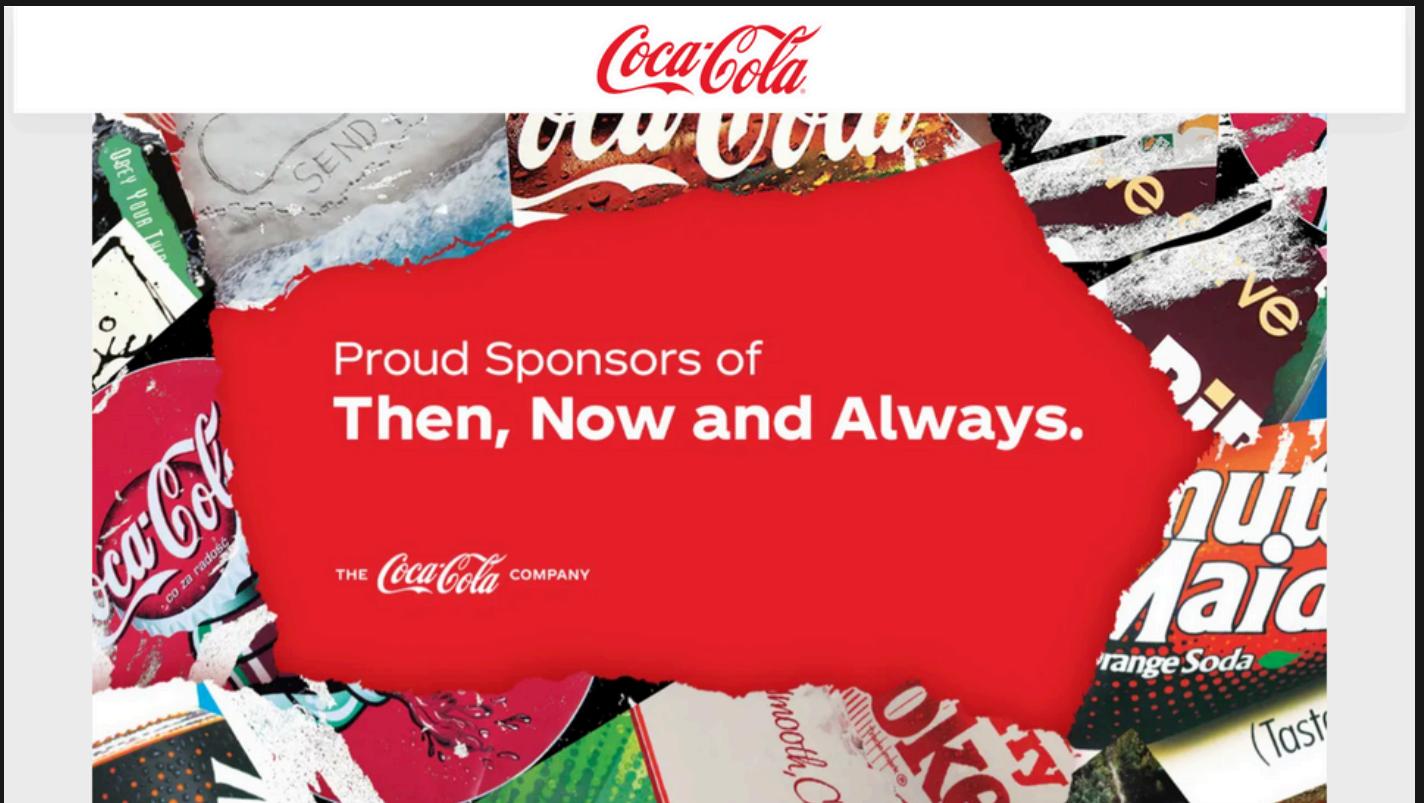
CAUSE DRIVEN

Consumers favor brands committed to causes, prompting companies to integrate charitable giving into their marketing campaigns. By aligning with causes that resonate, brands build trust and loyalty with their customers.

Personalization

The Proud Sponsors of You 2024 Sweepstakes

- In the Proud Sponsors of YOU campaign, Coca-Cola created a promotion that would allow consumers to customize their promotion experience to what mattered most to them including Halftime Game Day Celebrations, Self-Care Resolutions, Meal Plans and Added Value.
- To enter, consumers visited the promotion site and logged into or created a Coca-Cola account. Click as indicated to choose one of the four prize categories: Meals, Game Day, Wellness or Value. They then received one Instant Win Play for a chance to win one of that prize category's instant win prizes. Entrants also received one entry into the Grand Prize random drawing for that prize category.
- The instant win prizes included various gift cards based on the theme of the prize category with larger gift cards and packages for the Grand Prize winners.



Timeless Refreshments
See the film that inspired the limited-edition merch.

Your Chance at a Once-in-a-Generation Win Starts Now

Choose from the collection of Coca-Cola brand gear that spans generations and sparks your inner fashionista. Enter today and keep coming back for more chances to win.



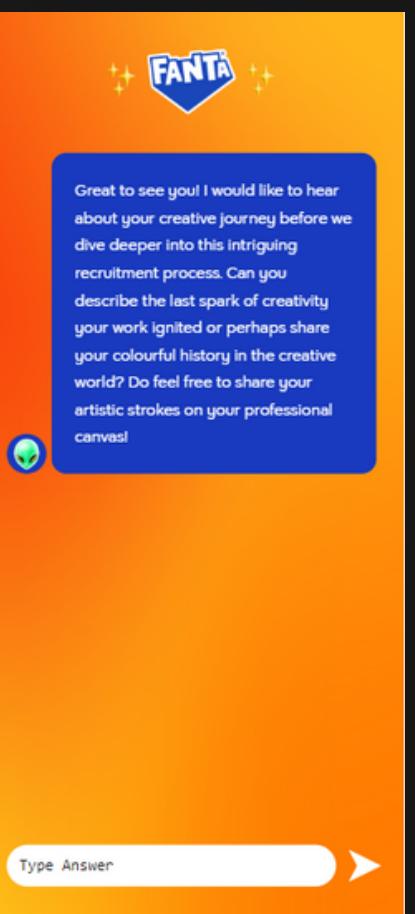
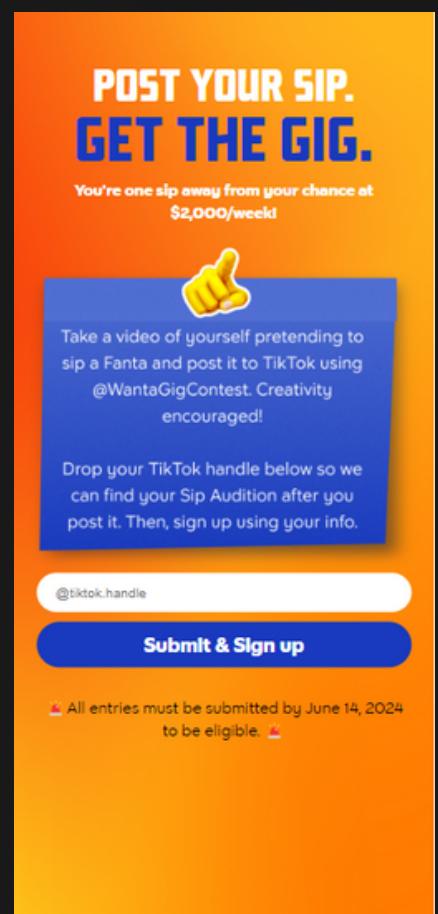
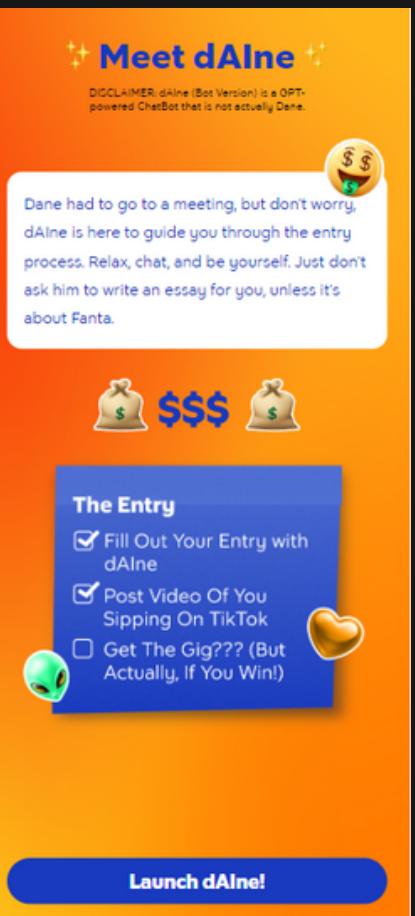
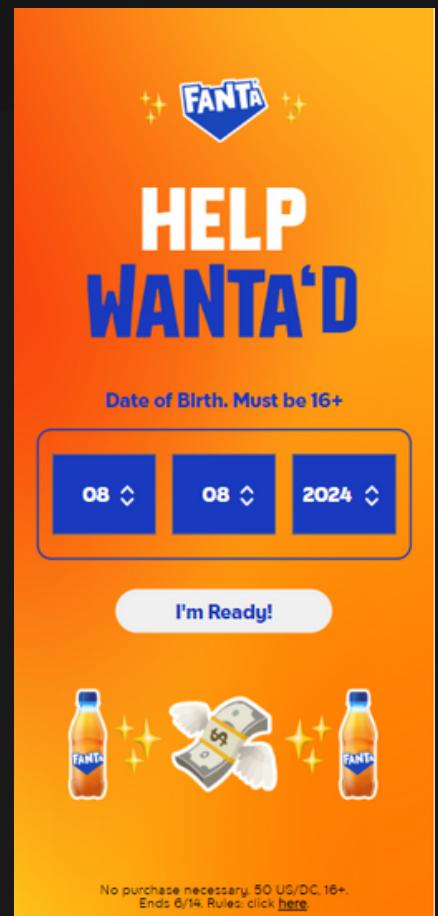
Technology

Fanta Help Wanta'd Contest

Fanta provided an exciting opportunity for three lucky winners to become the next Gurus of Deliciousness!



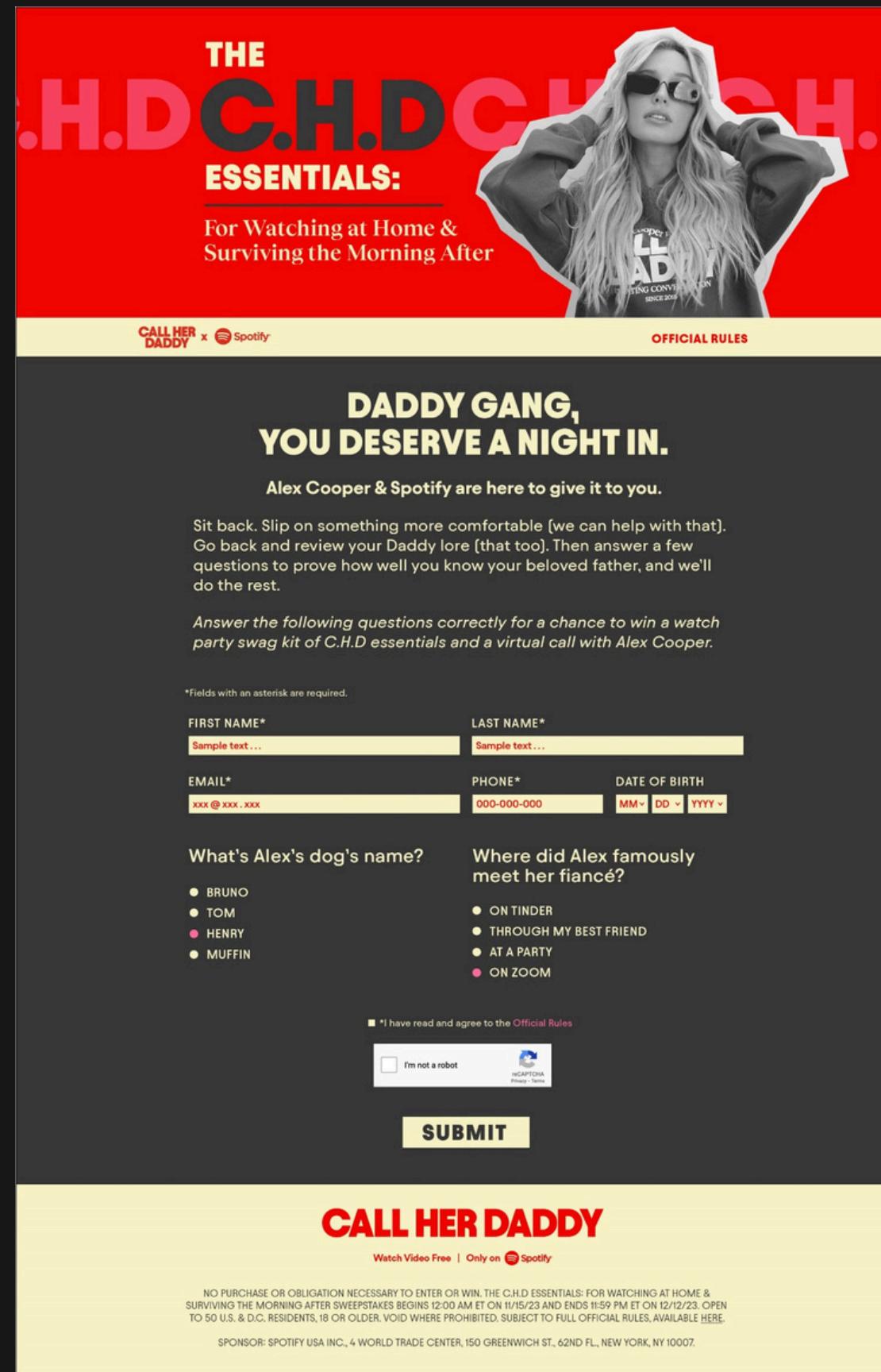
- To enter, consumers visited the promotion site where they needed to confirm their eligibility by first providing their date of birth. Next, they needed to initiate a conversation with the chatbot, respond to the chatbot questions, and submit their TikTok account handle. Entrants also needed to log into or create a Coca-Cola website account. After logging in, entrants received an on-screen message and email which prompted them to post a video on their TikTok account showing how they sip or pretend to sip Fanta and why they would be the best “Guru of Deliciousness”. The post needed to include #WantaGigContest, tag @Fanta, and entrants needed to follow @Fanta on TikTok. All steps must be completed to receive one entry into the contest.
- Entries were judged to determine the three Grand Prize winners who received a trip for two to Coca-Cola’s headquarters in Atlanta, GA, two local excursions, a 3-day/2-night theme park excursion for winner and three travel companions, a check for \$6,700 to help defray taxes and additional extras, which included, but were not limited to: gift cards, Fanta product, clothing and accessories, meals, and services. The Grand Prize winner was also asked to create content and received \$10,000, awarded as a \$2,000 digital prize payment issued weekly for five weeks after content is completed and submitted by the winner.



The PetSmart 2024 Chief Toy Tester Contest

- In the second annual Chief Toy Tester Contest pet parents were invited to submit their pet's application to become one of the 2024 Chief Toy Testers, reviewing the latest and greatest products from PetSmart and contributing feedback to upcoming collections.
- Entrants visited the promotion website and completed the on-screen application including their contact information and links to their social accounts. Entrants also needed to upload a photo and a 10-30 second video of their individual dog or cat that they own and a story describing their pet's favorite toy.
- Four Finalists were determined based on judging and proceeded to the interview round which would determine if the Finalist is compatible with the PetSmart brand and would be a proper representation of a PetSmart "Chief Toy Tester". The interview determined the one dog and one cat "Chief Toy Tester" who received a yearlong contract with PetSmart, \$10,000 cash, 40,000 PetSmart Treats membership rewards points and yearly access to select toys, treats and services, events as well as being featured on in-store signage.





THE C.H.D CH.D CH.D CH.D
ESSENTIALS:
For Watching at Home & Surviving the Morning After

CALL HER DADDY x Spotify

OFFICIAL RULES

DADDY GANG,
YOU DESERVE A NIGHT IN.

Alex Cooper & Spotify are here to give it to you.

Sit back. Slip on something more comfortable (we can help with that). Go back and review your Daddy lore (that too). Then answer a few questions to prove how well you know your beloved father, and we'll do the rest.

Answer the following questions correctly for a chance to win a watch party swag kit of C.H.D essentials and a virtual call with Alex Cooper.

*Fields with an asterisk are required.

FIRST NAME* LAST NAME*
Sample text... Sample text...

EMAIL* PHONE* DATE OF BIRTH
xxx@xxx.xxx 000-000-000 MM DD YYYY

What's Alex's dog's name?
● BRUNO
● TOM
● HENRY
● MUFFIN

Where did Alex famously meet her fiancé?
● ON TINDER
● THROUGH MY BEST FRIEND
● AT A PARTY
● ON ZOOM

I have read and agree to the [Official Rules](#)

I'm not a robot

SUBMIT

CALL HER DADDY

Watch Video Free | Only on Spotify

NO PURCHASE OR OBLIGATION NECESSARY TO ENTER OR WIN. THE C.H.D ESSENTIALS: FOR WATCHING AT HOME & SURVIVING THE MORNING AFTER SWEEPSTAKES BEGINS 12:00 AM ET ON 11/15/23 AND ENDS 11:59 PM ET ON 12/12/23. OPEN TO 50 U.S. & D.C. RESIDENTS, 18 OR OLDER. VOID WHERE PROHIBITED. SUBJECT TO FULL OFFICIAL RULES, AVAILABLE [HERE](#). SPONSOR: SPOTIFY USA INC., 4 WORLD TRADE CENTER, 150 GREENWICH ST., 62ND FL, NEW YORK, NY 10007.

Call Her Daddy Essentials Sweepstakes

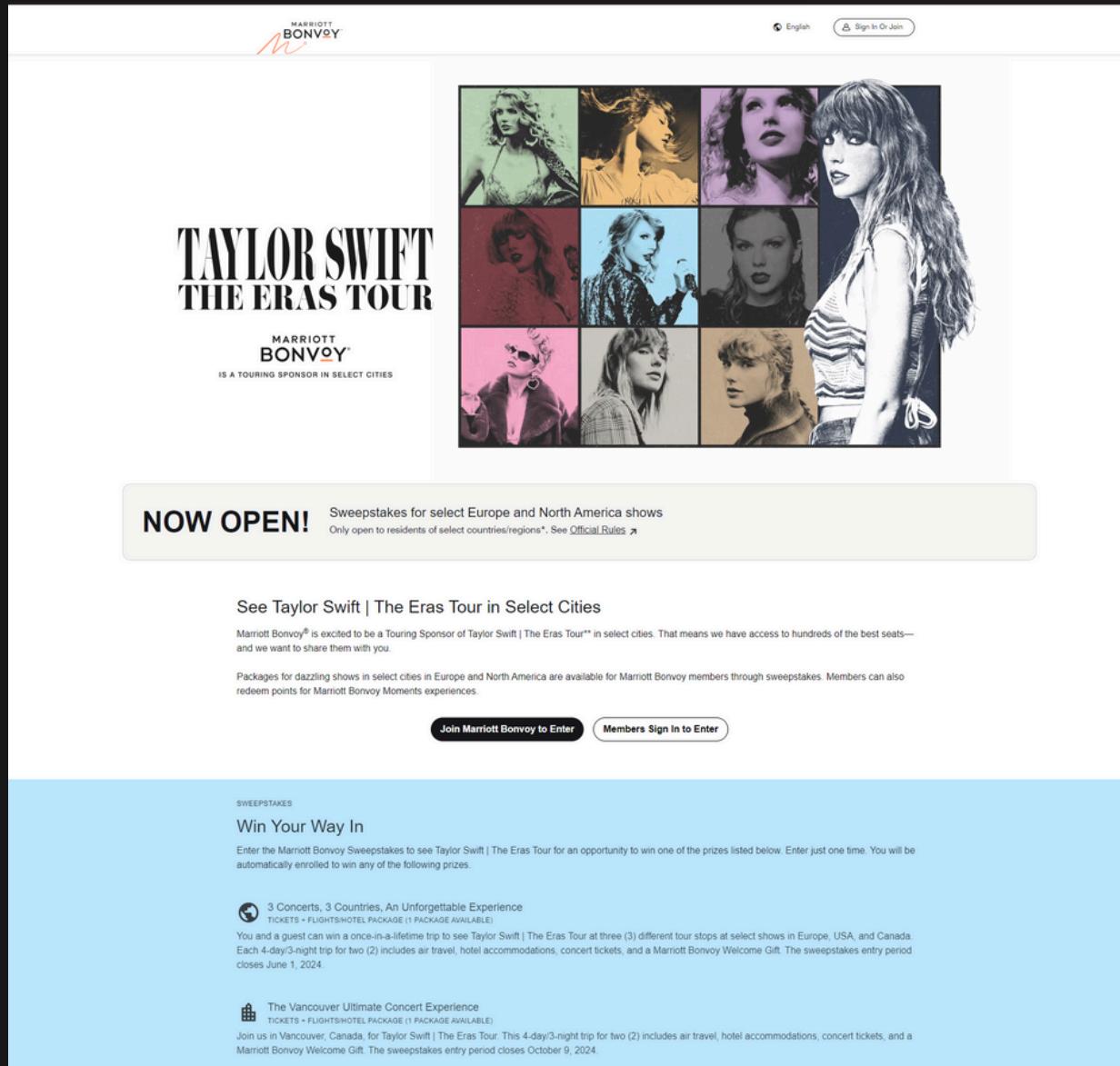
- Followers of Alex Cooper's Call Her Daddy podcast who tuned in on Spotify during the sweepstakes period could visit the promotion website to enter for a chance to win by answering a few questions to prove how well they know Alex Cooper. The sweepstakes was also promoted on social media.
- (75) Weekly Prize winners were selected (25 per weekly entry period) who received a Watch Party Swag Kit containing the ultimate CHD essentials specially curated by Alex Cooper and an invitation to participate in a Zoom call with Alex Cooper. Winners received the kits prior to the virtual call and were encouraged to wear and show the essentials during the virtual call, as well as on social media using #CHDEssentials.
- During the virtual call, Alex Cooper gave a behind the scenes recap of her most recent podcast and answered previously supplied winner questions. Winners in attendance also had the opportunity to submit questions and comments in the chat during the virtual call, which Alex Cooper was monitoring and responding to in a fun, interactive Daddy-style conversation!



The landing page features a blue header with the Barilla logo and 'REGISTER' and 'LOGIN' buttons. The main headline 'Barilla is Your Ticket to Togetherness' is displayed above a photograph of two hands reaching across a table to exchange a box of Barilla Penne pasta. Below the headline, a text box explains the sweepstakes: 'This World Pasta Day, Barilla is giving you a chance to win a trip* to reunite with a loved one. Buy two boxes for a chance to get together.' The 'How to enter' section is titled 'How to enter' and includes three numbered steps: 1. Buy two boxes of Barilla Pasta* and save your receipt. 2. Submit your entry. 3. For a chance to win a trip*. The text '(Between September 16, 2024 and October 25, 2024)' is at the bottom.

Barilla Ticket to Togetherness Sweepstakes

- Barilla celebrated World Pasta Day by hosting a sweepstakes to give consumers the chance to win a trip to reunite with a loved one.
- When consumers purchased any two boxes of Barilla pasta in a single transaction, they could visit the sweepstakes site and follow the instructions to complete the registration form and upload a photo of their receipt to receive one entry into the random drawing. An alternate no purchase method of entry was also offered.
- One Grand Prize winner received a \$10,000 check made payable to the Grand Prize winner to be used to visit a loved one.



Marriott Bonvoy® Sweepstakes to See Taylor Swift | The Eras Tour

- Marriott created this global promotion to increase Marriott Bonvoy enrollment with the incentive of a chance to see Taylor Swift | The Eras Tour. This promotion was open to residents of the 50 United States, DC, Mainland China, Macau region, and Taiwan region, Japan, South Korea, India, New Zealand, Switzerland, Germany, Austria, France, Belgium, Ireland, United Kingdom, Sweden, Finland, Netherlands, Norway, Spain, Mexico, select areas of Argentina and Canada.

- Consumers could receive one entry into the random drawing(s) corresponding to their date of entry and their country/region/continent of residence by visiting the promotion site and following the on-screen directions to either: a) complete the registration form with their Marriott Bonvoy Member number, or b) if they were not a Marriott Bonvoy Member, they could sign-up for a Marriott Bonvoy Member account.

- One Grand Prize winner received 3 trips to three countries to see 3 concerts, one Grand Prize winner received a trip to Vancouver and tickets to a concert and 248 winners received a pair of tickets to the concert.

GenZ Audience

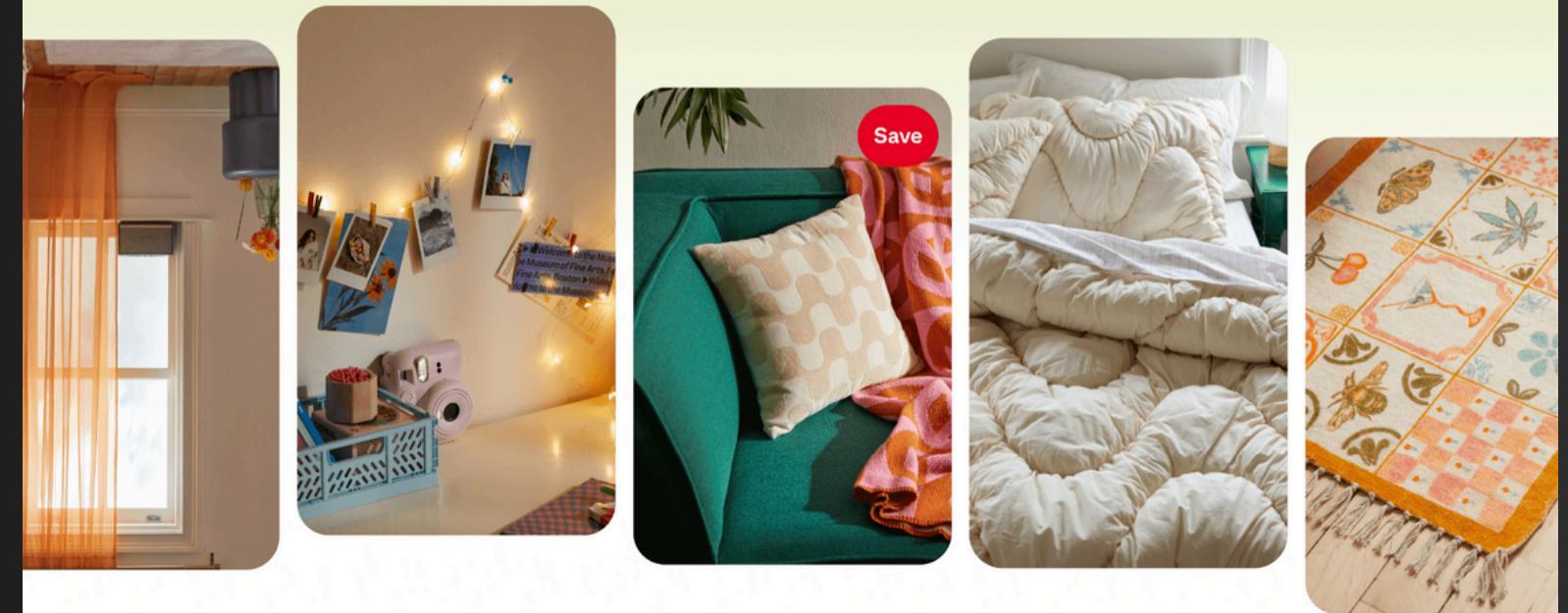
UO x Pinterest Back to College Contest

- Urban Outfitters teamed up with Pinterest to inspire college students with creative ways to decorate their dorms, showcasing a variety of stylish items from their collection.
- Entrants needed to create a public board on Pinterest with the name “UO x Pinterest Contest” and add pins to the board inspired by their dream dorm or apartment. The board must include at least five pins from Urban Outfitters “UO x Pinterest Back to College Contest” board, must be set to public, and must be named “UO x Pinterest Contest” in order to be eligible.
- Entries were judged to determine the five Grand Prize winners who received \$5,000 in Urban Outfitters gift cards and a \$1,500 check to help offset taxes.

URBAN OUTFITTERS X  Pinterest

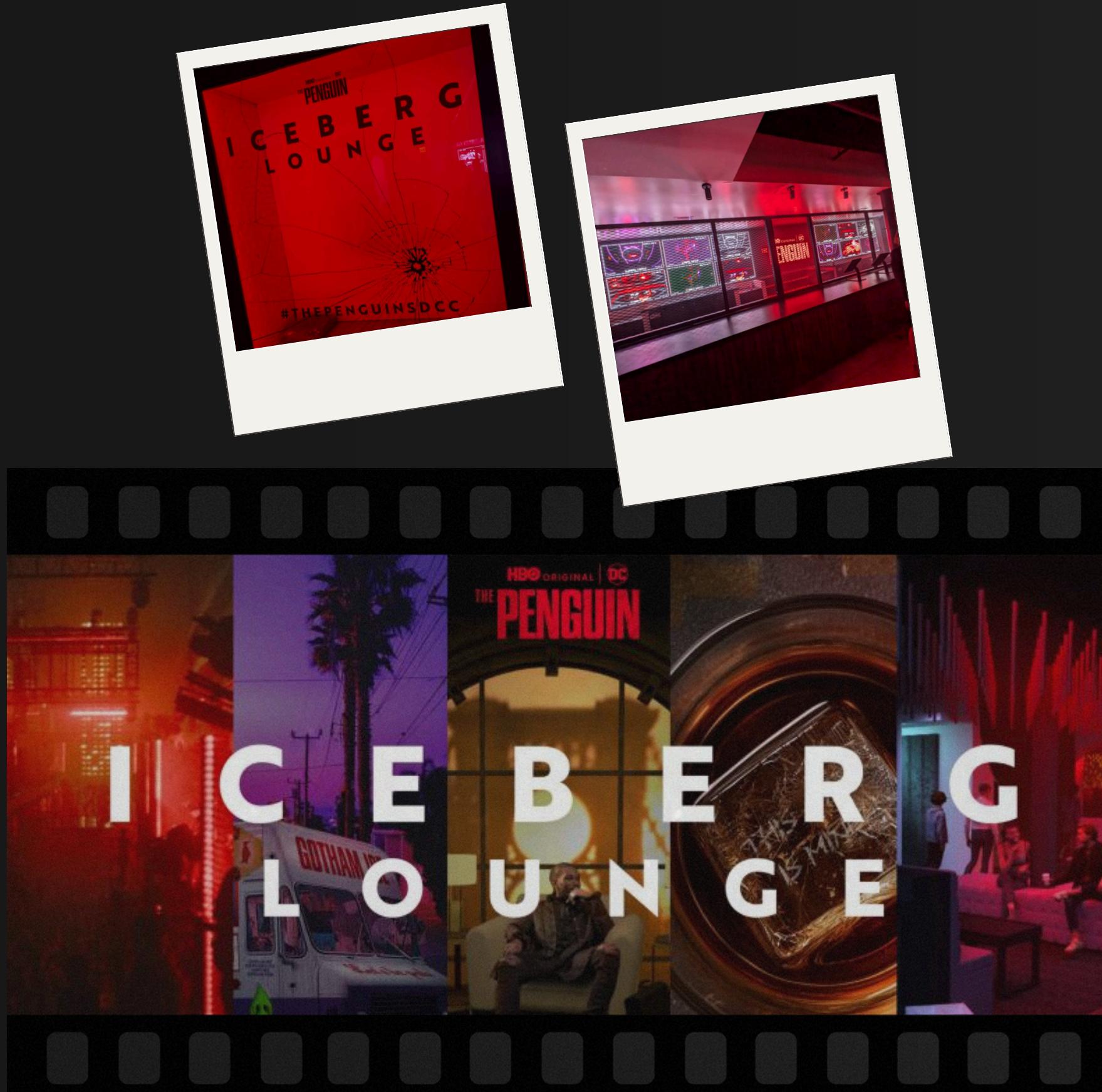
BACK TO COLLEGE CONTEST

Headed back to campus? You could be one of five lucky winners to win \$5,000 to bring your multifunctional sanctuary to life.



Enter for a chance to win \$5,000 in Urban Outfitters gift cards.

Event



Warner Bros. Discovery, Inc. The Penguin's San Diego Scratch Off Game

- To promote The Penguin series on Max, an Immersive Fan Experience was created that replicated Gotham's famed Iceberg Lounge and promotion opportunities were offered at four select establishments in San Diego, CA. Visitors to each of the participating establishments could say the phrase "Want to be pals?" to an event staff member to receive a game piece. To find out if they won a prize or received a discount, participants scratched off the designated area to reveal a message and submitted their claim before the establishment's final event concluded.
- Instant Win prizes included an exclusive pin inspired by The Penguin, an action figure inspired by The Penguin, a JBL Flip 2 speaker, a 4-pack of admission tickets to Six Flags Magic Mountain theme park and admission for the winner and one guest to the Iceberg Lounge in San Diego, CA.

Cause/Charity Give Back



Duck Tape® Kids in Need Foundation Sweepstakes

- Shurtape's Duck Tape brand created a social promotion to engage consumers and spread the word about the Kids in Need Foundation, a charity focused on providing school supplies to underprivileged students.
- To enter the sweepstakes, consumers needed to be a follower of @theduckbrand Instagram account, like the dedicated sweepstakes post and comment with their favorite emoji to gain one entry into the sweepstakes for the chance to win \$1,000.
- For each Entry received (up to 5,000 Entries), one roll of Duck Brand Duck Tape will be donated to the Kids in Need Foundation.

PROMOTION TACTICAL CONSIDERATIONS



- User-generated content submitted to promotions should be carefully scrutinized to detect any use of AI in content creation.
- Strong protection against bot entries should be integrated into digital executions to minimize fraudulent activity.
- When running a promotion on social channels, brands should remain flexible and have contingency plans in place should guidelines change.
- Microsites serve as excellent content hubs, offering rewards for activities while fostering a deeper connection with the brand.
- Allowing participants to allocate their entries across different prize options boosts engagement and offers valuable insights into consumer preferences.
- Consumers are quick to engage on social, but could be hesitant to post their own content for public viewing.

- Keep entry tactics simple. The more steps involved, the more ineligible entries you will receive and less entries will be received overall.
- Automatic entry tactics should be clearly communicated to the audience so they are aware of being entered.
- Consider how to engage with participants and winners after the sweepstakes to maintain brand connection.

PROMOTION PLANNING

Here are some of the key elements you will need to consider when developing a promotion:

Evaluate Goals and Objectives

Which promotion tactic is best to meet your specific objectives?

Define Target Audience

What will make your audience engage and take action?

Plan for Tactical Execution

What is the ideal program duration for a successful execution?

Where to Advertise and Promote

What channels will best reach your audience and drive participation?

Develop User Flow and Experience

How do you create the best user experience with an ideal user flow?