

DON JAGODA ASSOCIATES, INC.
PRESENTS OUR

ANNUAL PROMOTION REPORT

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

WIN
A TRIP!

bondbar.

HEALTHY HAIR
SWEEPSTAKES

Start the year fresh with repaired hair, a VIP vacay & \$5,000*!

Enter for a chance to win:

— A trip to Ambiente™ Sedona resort for you + 3 friends

— A year's worth of bondbar for you + 3 friends (valued at \$500 each in the form of gift cards)

— \$5,000* prize awarded as a check

*Indicates a required field

First Name*

Last Name*

Email*

Confirm Email*

Phone

☐ I certify that I am a legal resident of the 48 contiguous US/DC, 18 years of age or older and I have read and agree to the [Official Rules](#) and consent to us using your information for marketing purposes and receiving marketing emails from Sally Beauty. See [Privacy Policy](#).

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Void where prohibited. 01/09/2024 and ends at 11:00 p.m. ET on 02/29/2024. Sweepstakes is open only to individuals residing in the 48 contiguous United States and DC, at least 18 years old at the time of entry. Subject to full Official Rules, available here. Total ARV of the prize: \$18,794. Any information collected from this Sweepstakes shall be used only in a manner consistent with the consent given by the entrant at the time of entry, with the Official Rules and with Sponsor's privacy statement available at: [SallyBeauty.com/PrivacyPolicy](#)

bondbar.

SWEEPSTAKES

bondbar.

SWEEPSTAKES

bondbar.

SWEEPSTAKES

Thank you for signing up for the
bondbar HEALTHY HAIR SWEEPSTAKES!

20% OFF

+ 1 FREE bondbar styling product

When you buy 2 bondbar items. In-store only, while supplies last.

FIND YOUR STORE

Use code: 888443

You are now entered for a chance to win a resort getaway at Ambiente™ Sedona plus a year's worth of bondbar products valued at \$500 each in the form of gift cards for yourself and three of your pals. Plus, a \$5,000 prize, awarded as a check. Screenshot this page or check your email for this offer & show it to a store associate.

Winner will be selected in March 2024.

Offer cannot be combined with other offers, discounts, and promotions. Additional restrictions may apply. Not valid on past purchases. Sally Beauty maintains the rights to stop or end a promotion at any time without notice. Pricing and availability may vary by location. Offer expires in store at the local store closing time 3/17/2024 unless otherwise noted.

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NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Void where prohibited. A purchase will not increase your chances of winning. The Sweepstakes begins at 9:00 a.m. Eastern Time (ET) on 01/09/2024 and ends at 11:00 p.m. ET on 02/29/2024. Sweepstakes is open only to individuals legally residing in the 48 United States and DC, at least 18 years old at the time of entry. Subject to full Official Rules, available here. Total ARV of the prize: \$18,794. Any information collected from this Sweepstakes shall be used only in a manner consistent with the consent given by the entrant at the time of entry, with the Official Rules and with Sponsor's privacy statement available at: [SallyBeauty.com/PrivacyPolicy](#)

Official Rules | Privacy Policy

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 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.




SUMMER OF HOT-N-READY® Giveaways & Getaways

THOUSANDS OF WINNERS EACH WEEK!

**THOUSANDS OF THE HOTTEST PRIZES! ALL. SUMMER. LONG.
ENTER NOW FOR YOUR CHANCE TO WIN THIS WEEK'S SIZZLING PRIZE!**



To get started, enter your email

☐ I'm not a robot 

NEXT


SETTLE IN FOR THE LATEST BIG-SCREEN HITS! ENTER BY AUGUST 25, 2024.

Let us cover your next family movie night! Prize includes:

- \$200 AMC Theatres® Gift Card – redeemable toward movie tickets, concessions and private theatre rentals
- One (1) Little Caesars Pizza Slice Blanket

HOW TO ENTER:

- 1) Visit your nearest Little Caesars® restaurant.
- 2) Upload your receipt by 11:59PM ET on the Sunday of this weekly entry period.¹
- 3) Come back each week for another chance at new prizes!



WEEKLY FOOD PRIZES, TOO
Thousands of 'em!

**THE FUN DOESN'T STOP –
YOU COULD ALSO WIN ONE OF THESE LITTLE CAESARS FAVORITES!**

- Free Crazy Bread®
- Free Italian Cheese Bread
- Free Crazy Puffs®

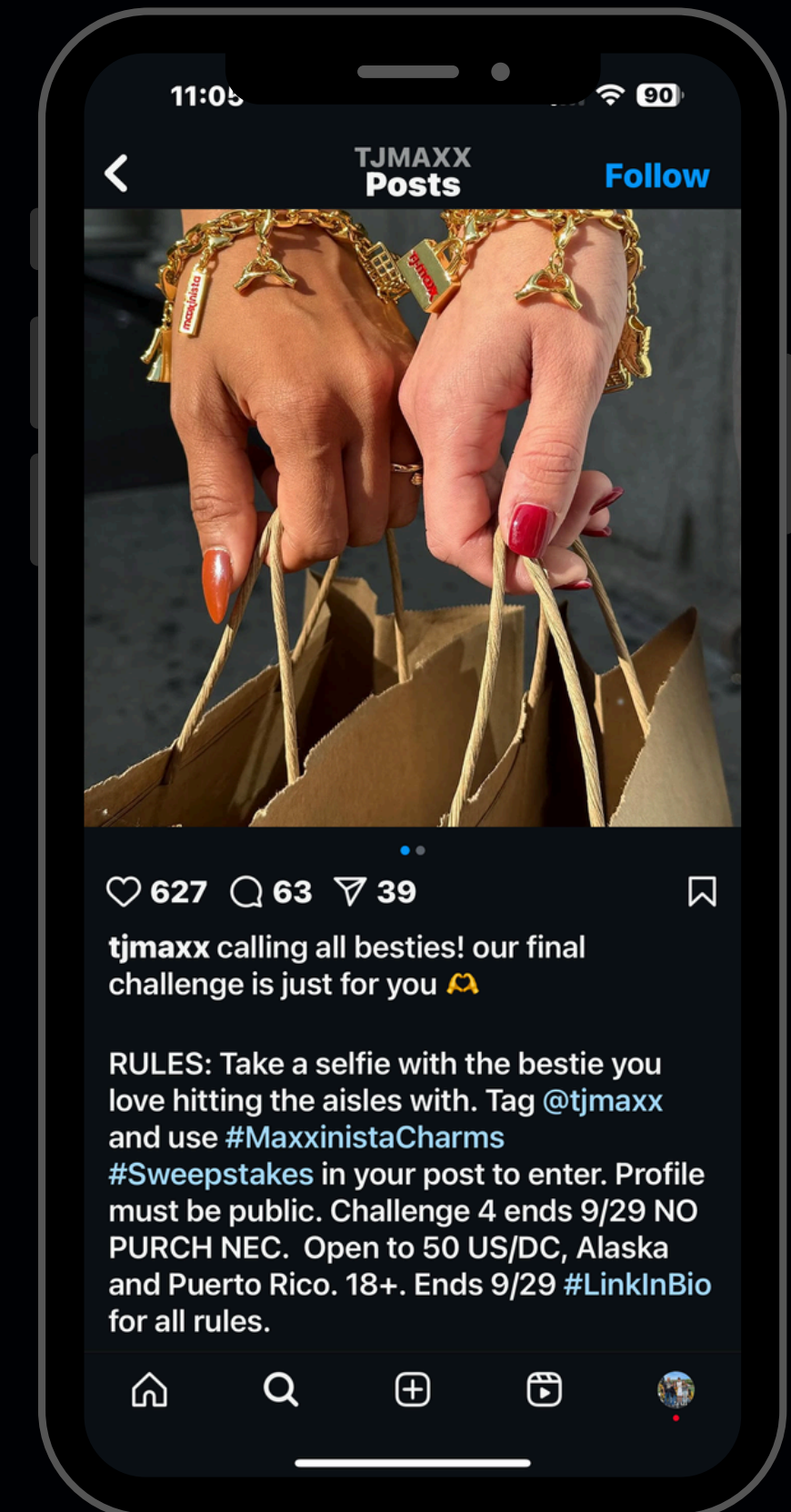
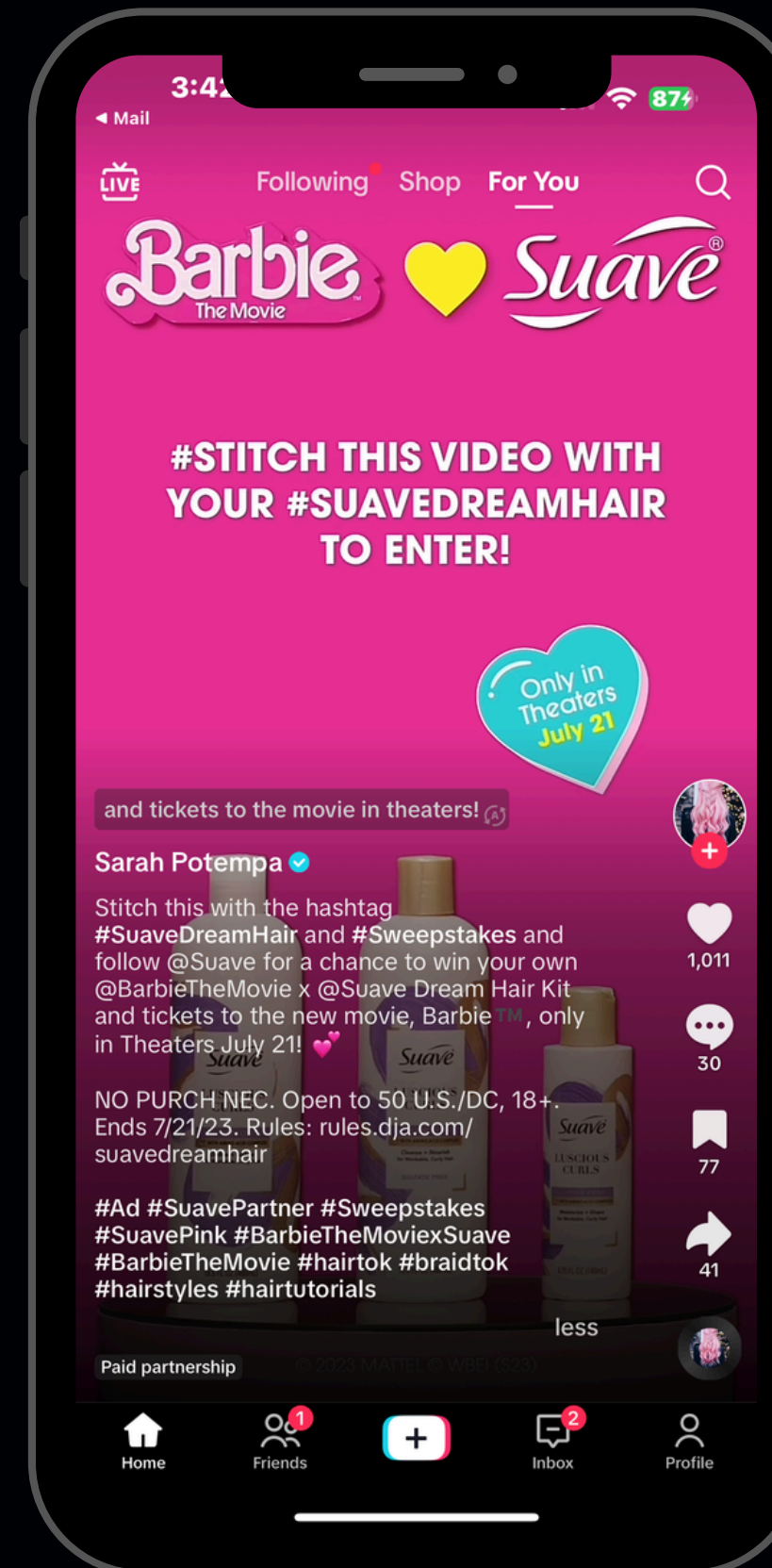
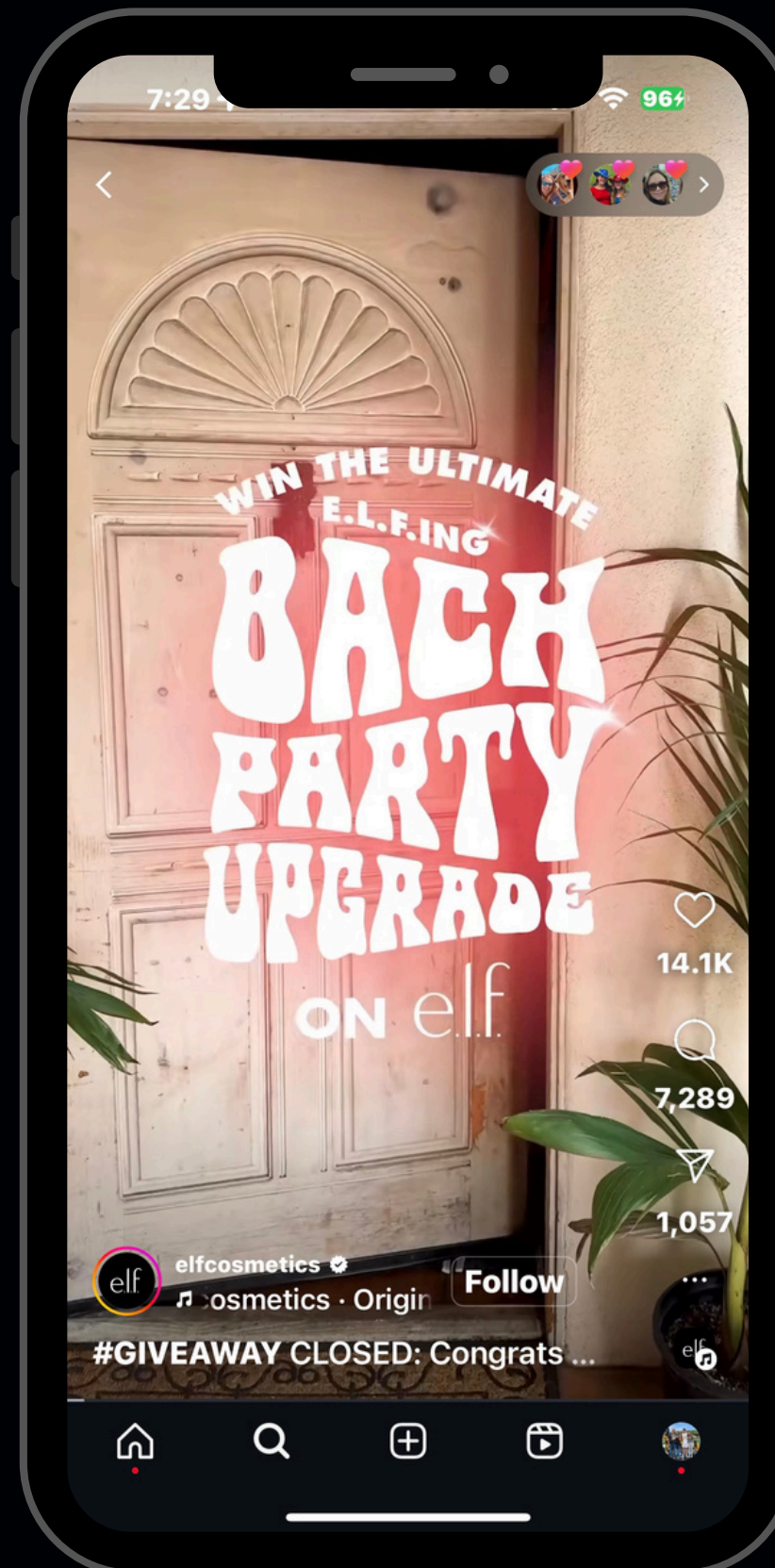
¹NO PURCHASE NECESSARY. Open to legal residents of 50 US & DC, 18 years of age or older and age of majority at time of entry. Void where prohibited. Begins 10:00 am ET on 5/27/24; ends at 11:59 pm ET on 8/24. Sponsored by Little Caesar Enterprises, Inc. For Official Rules, eligibility and entry periods, including how to enter without a purchase, [click here](#).

Receipt for this week's prize must be submitted by 11:59PM ET on the Sunday of this weekly entry period or will be void. Receipts will not carry over to subsequent weekly entry periods.

[Order from Little Caesars](#) | [FAQs](#) | [Official Rules](#) | [Terms of Service](#) | [Privacy Policy](#) | [US State Privacy Policy](#)

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.



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

FedEx | **NFL**

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



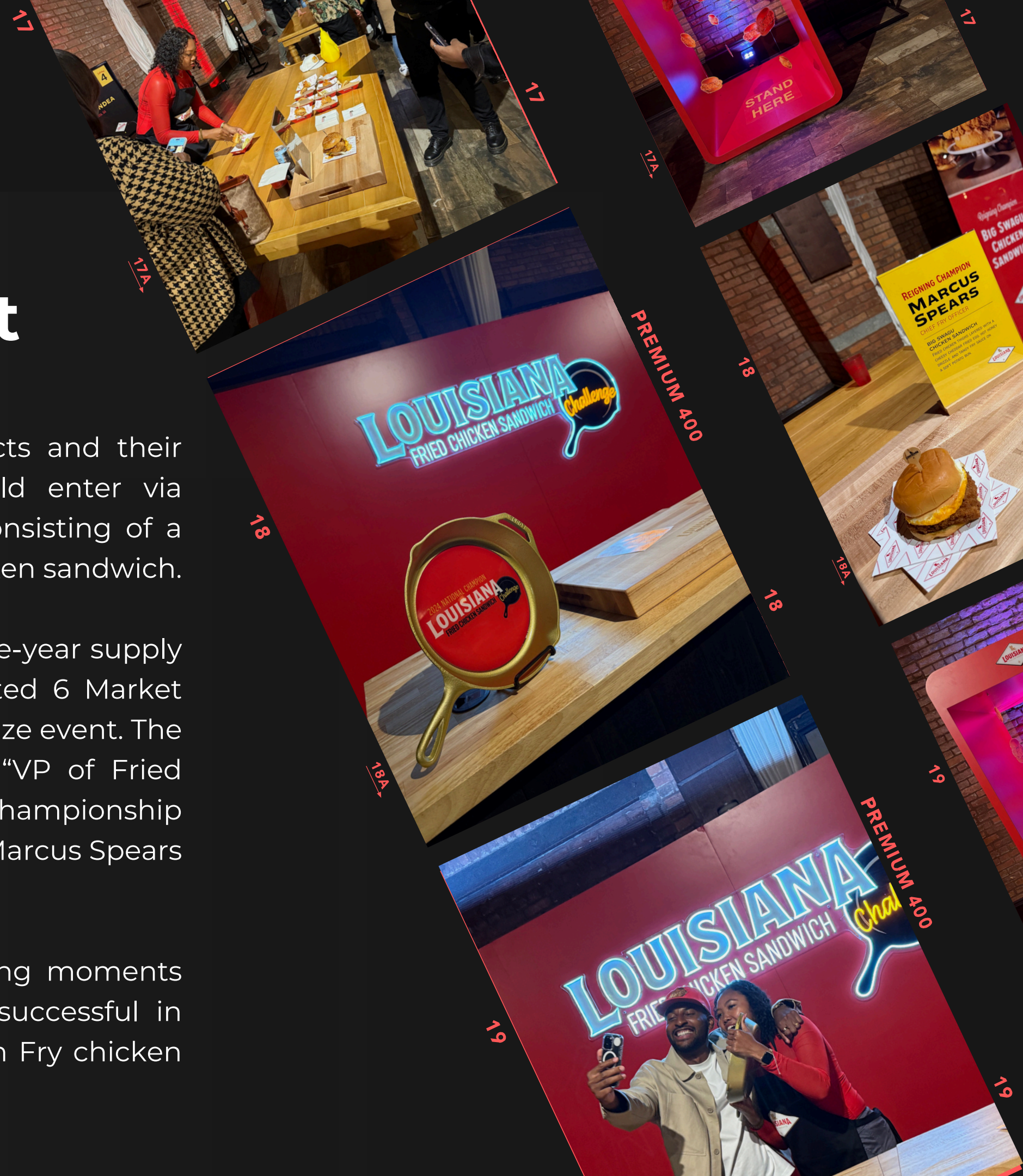
**A 5-day, 4-night trip for two to
SUPER BOWL LIX IN NEW ORLEANS**



Obtain PR/Marketing Content

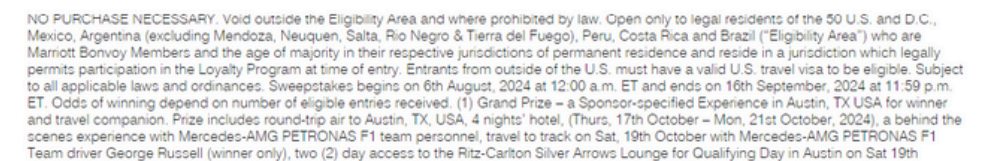
The Louisiana Fried Chicken Sandwich Challenge

- 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.





- 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.

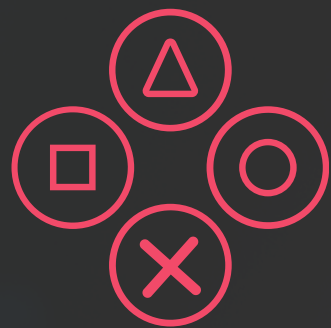


PROMOTION TACTICS



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.



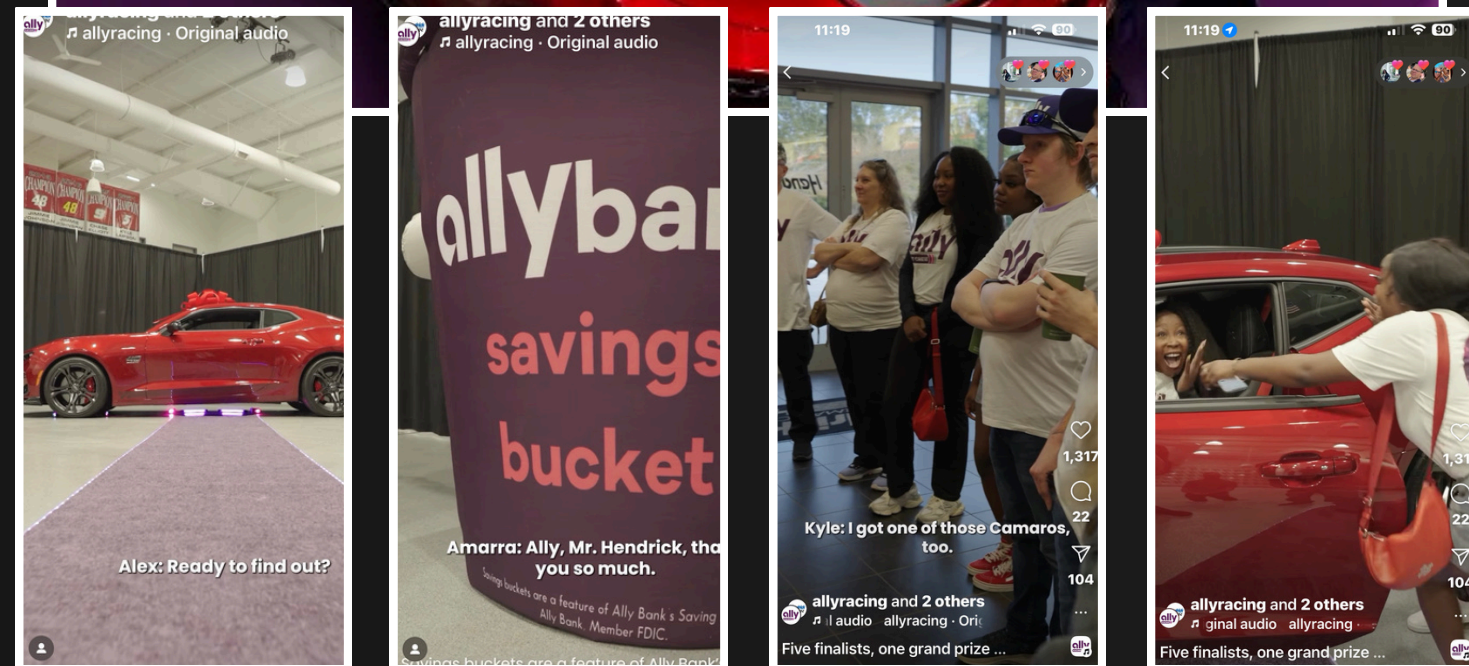
Engagement

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



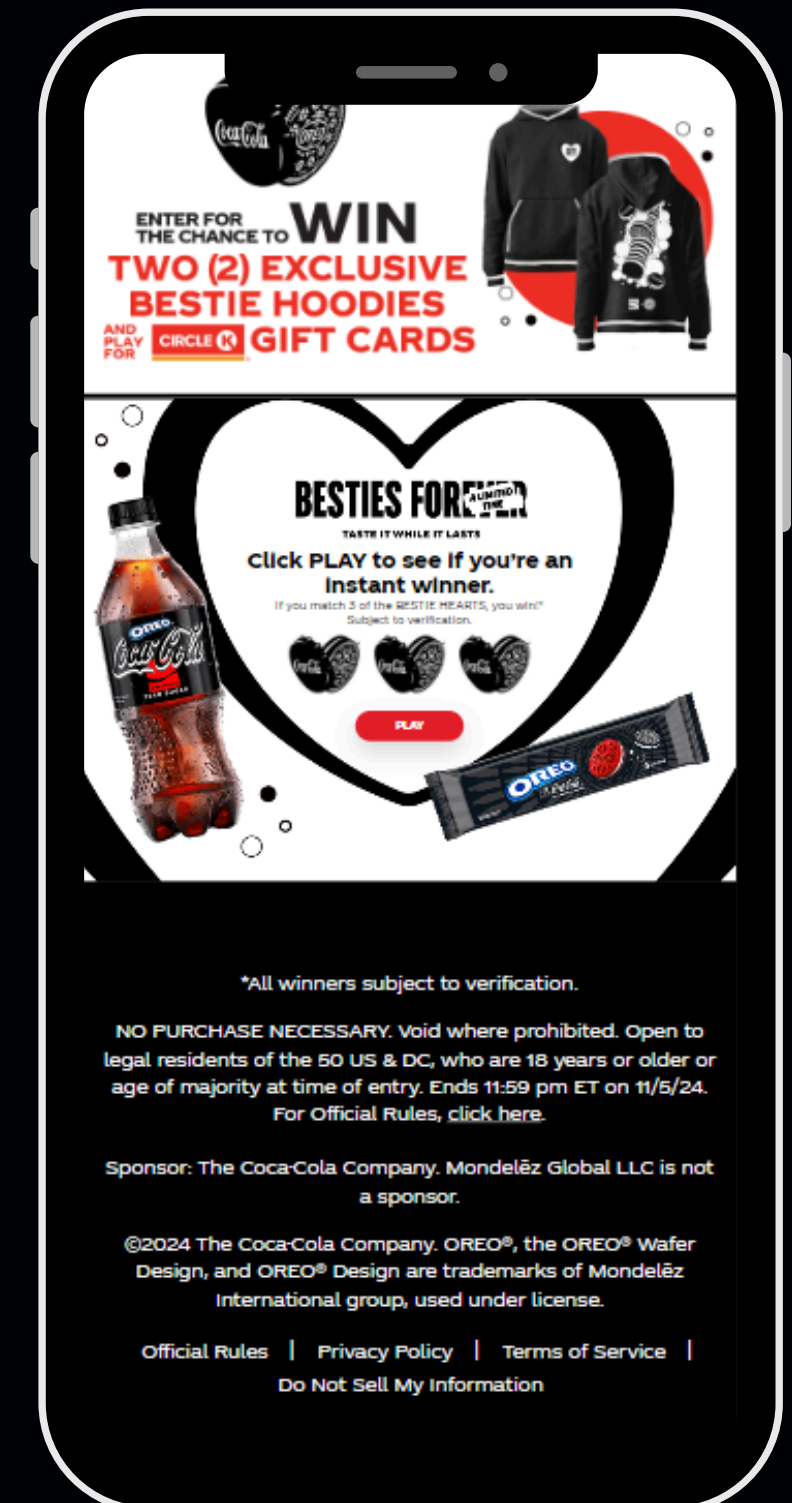
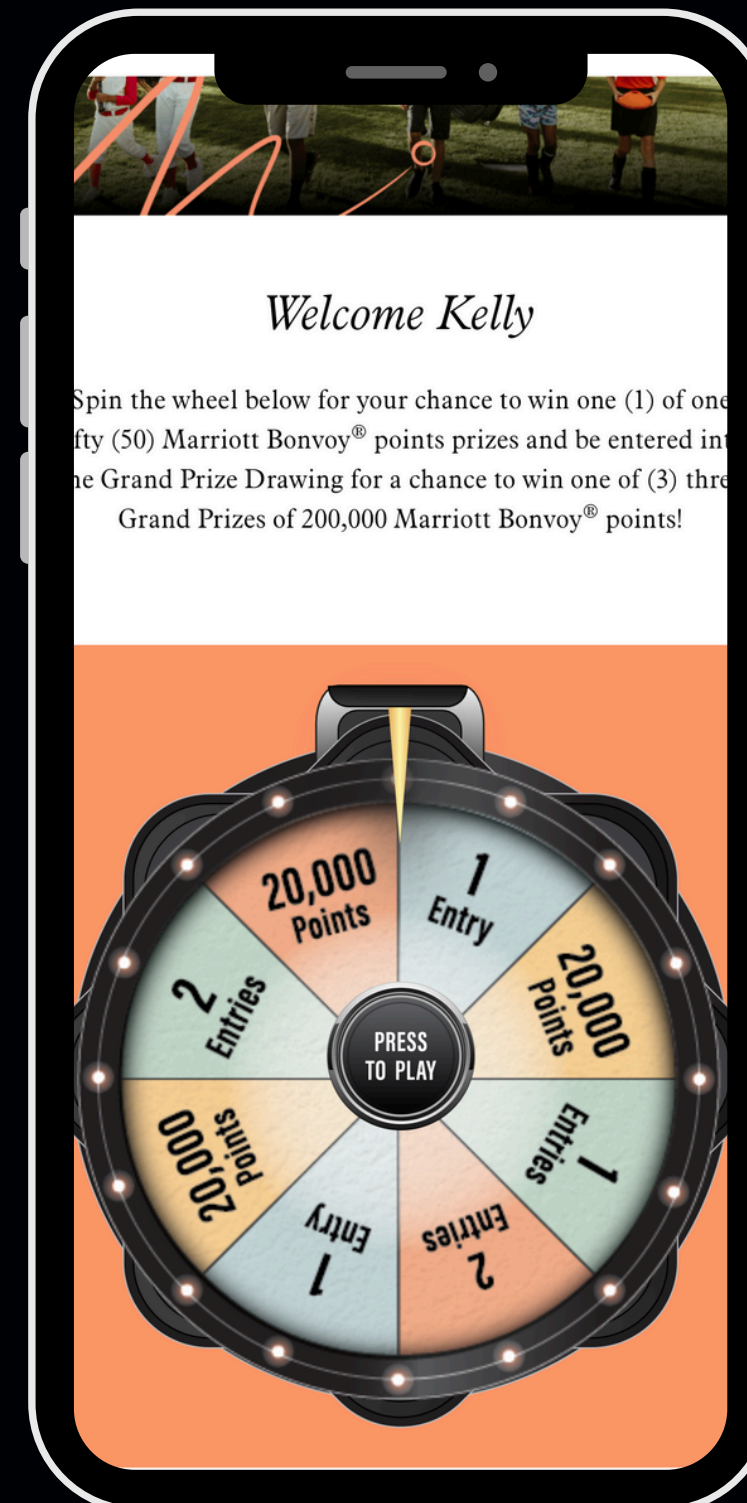
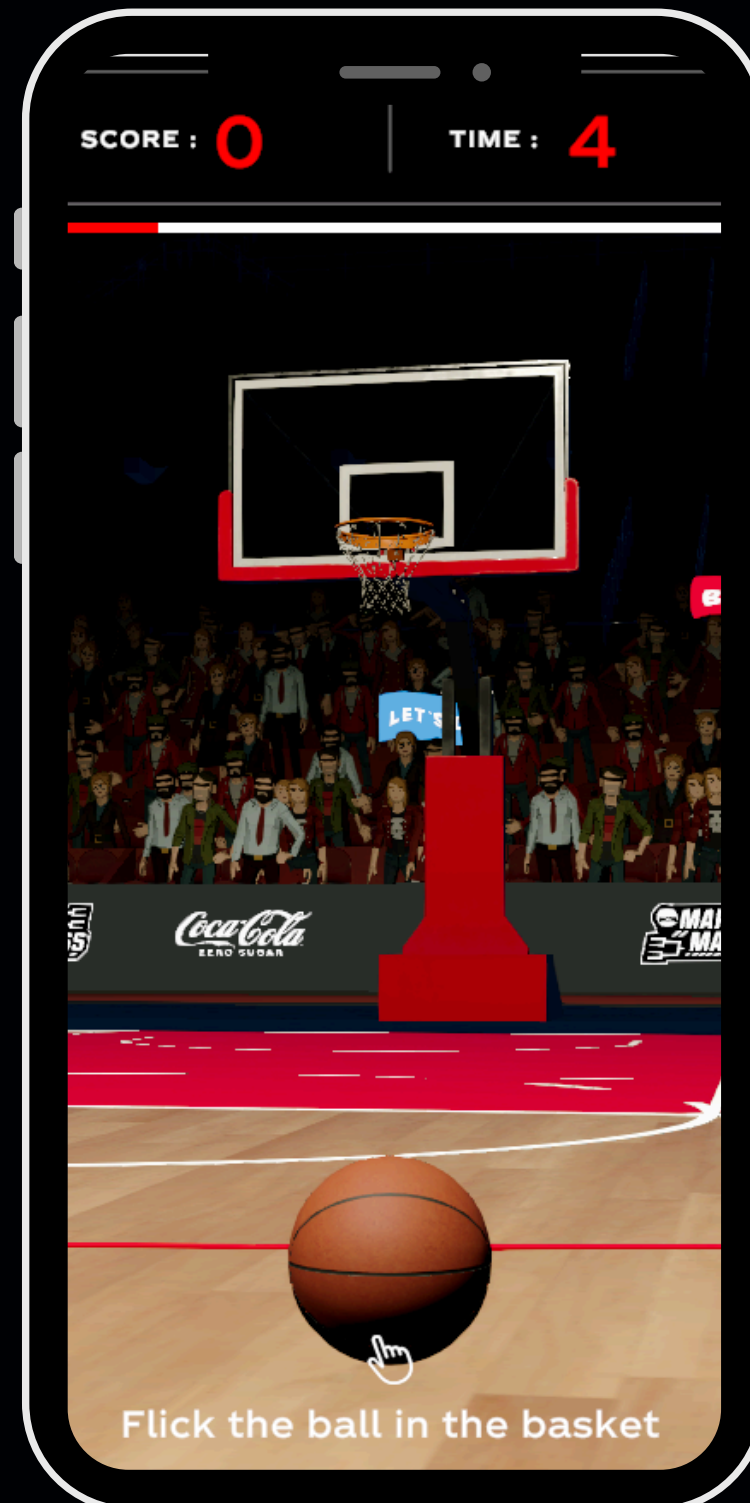
Ally Win Your Wheels Sweepstakes

- 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.





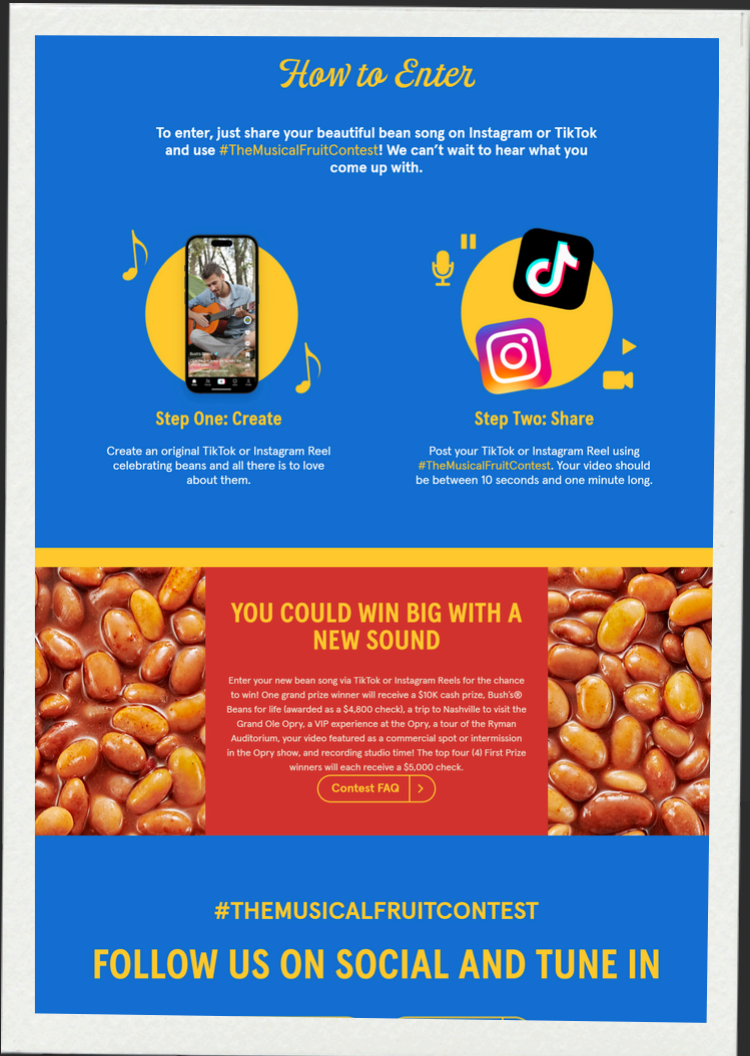
Contests

The Halo Top® Athletes Contest

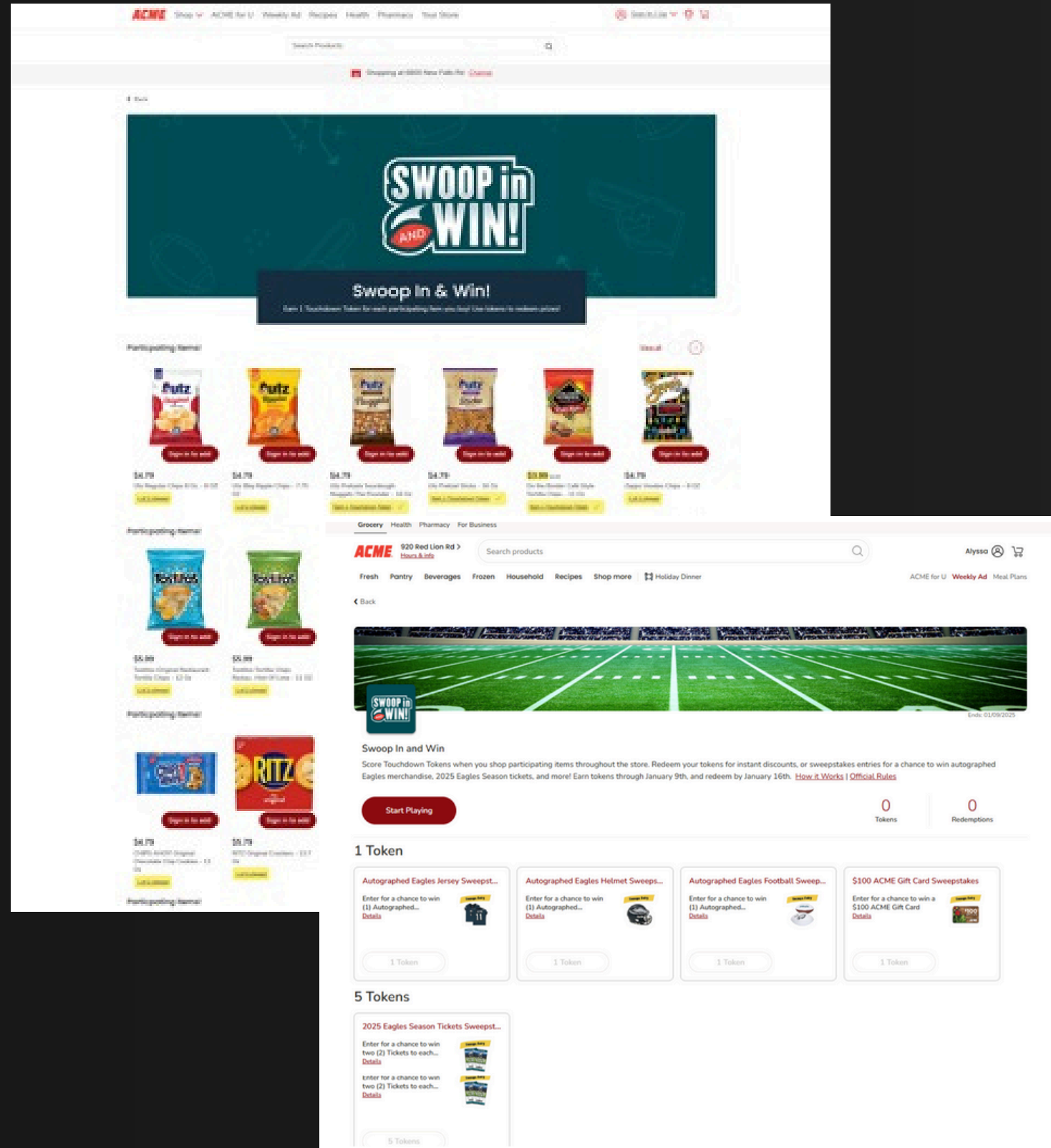
Halo Top wanted ice cream lovers to get paid for sticking to their resolutions and created a contest with the opportunity to win a sweet new endorsement deal where winners could also enjoy delicious ice cream and fitness merch along the way! Entrants visited the promotion site and completed the application 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



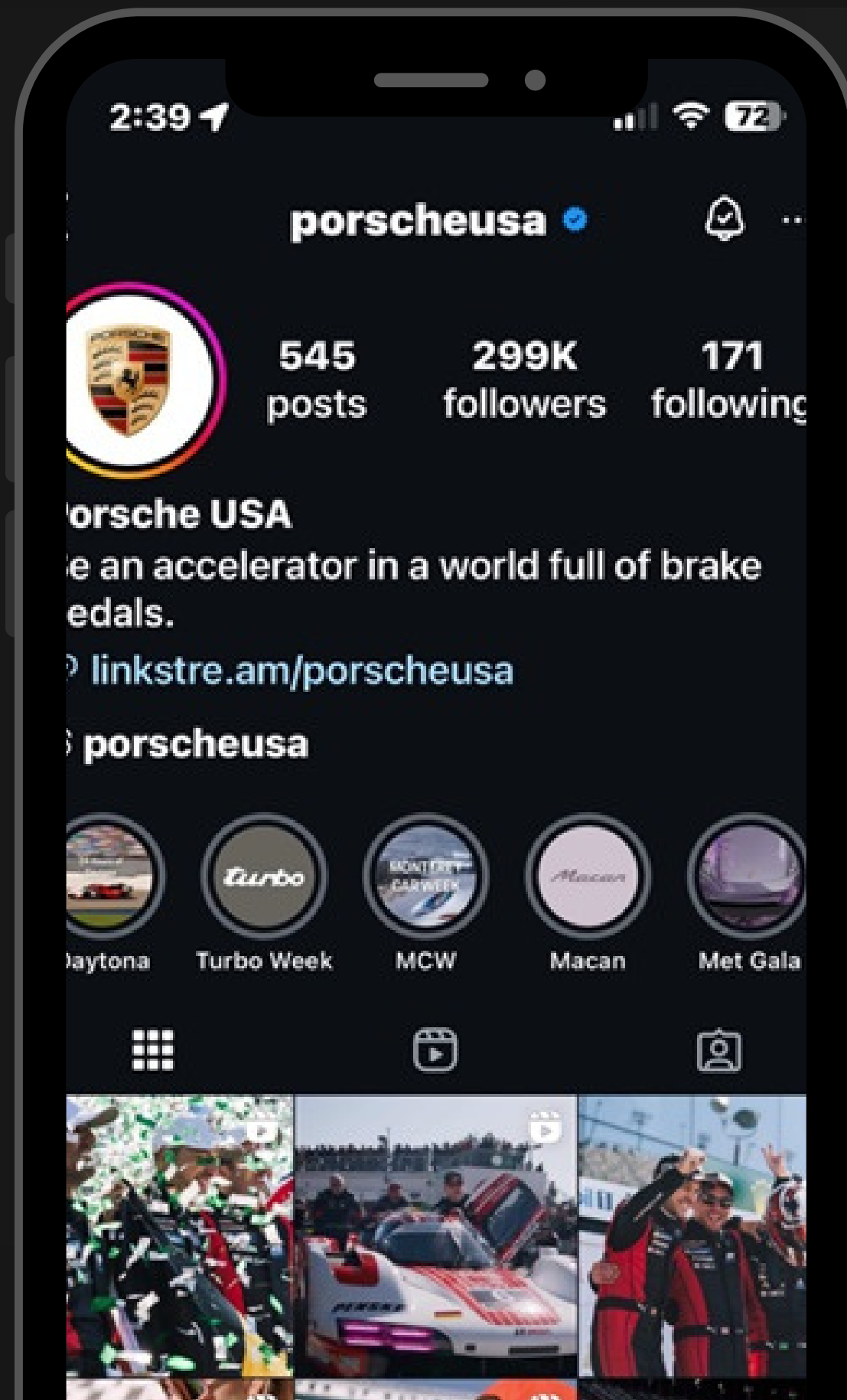
Acme Swoop In and Win Program

- 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.



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.

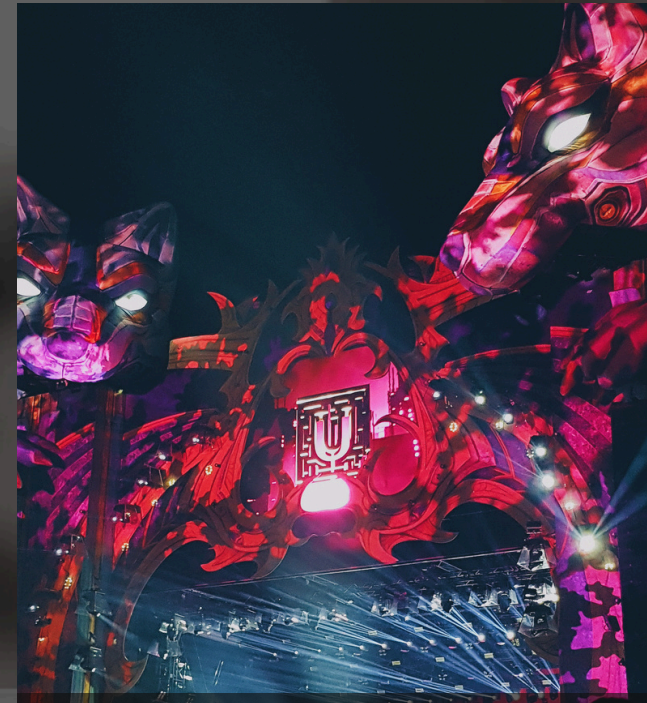


The Porsche Galentine Surprise & Delight Program

- 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**

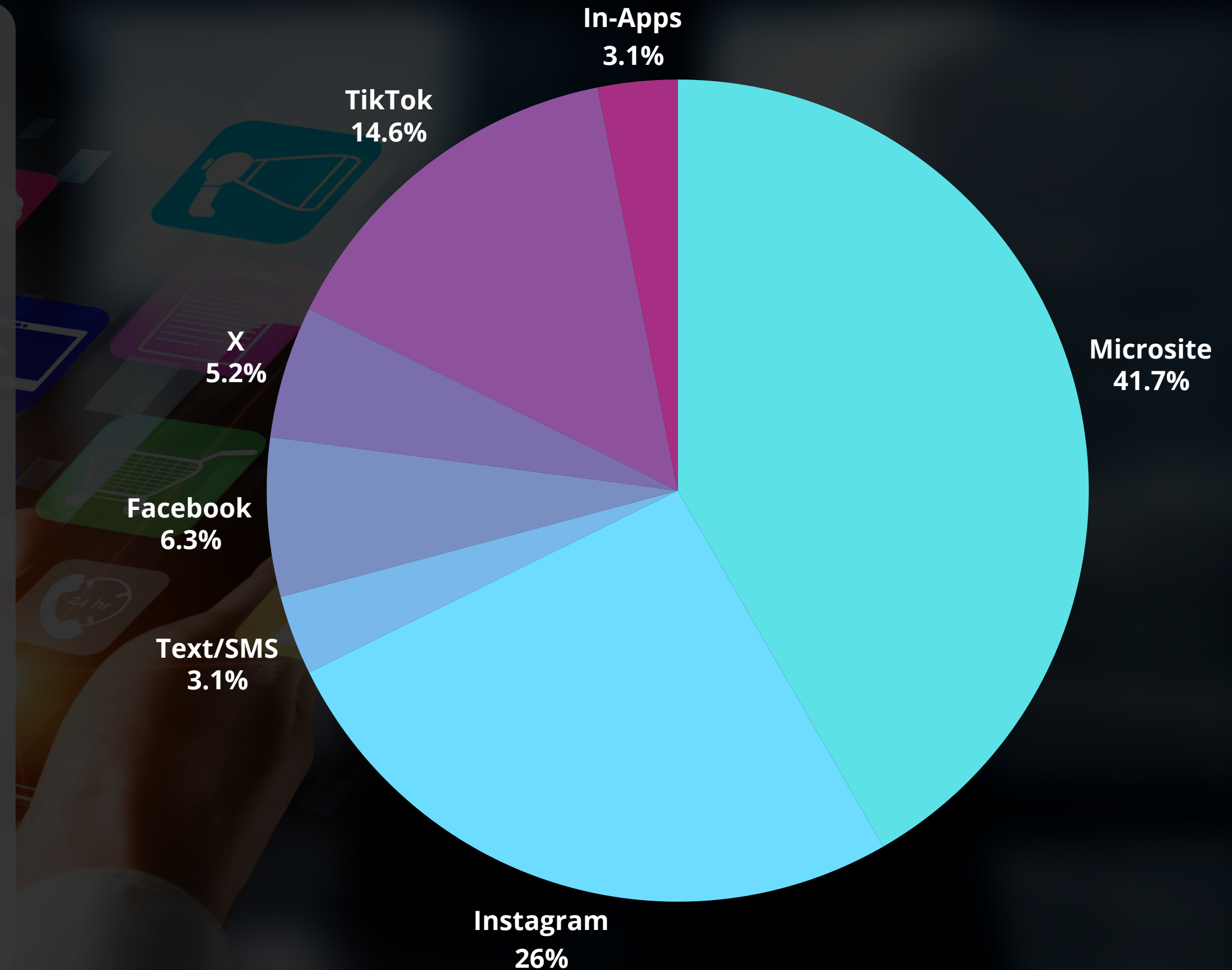


**Electronics
Prizes**

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.

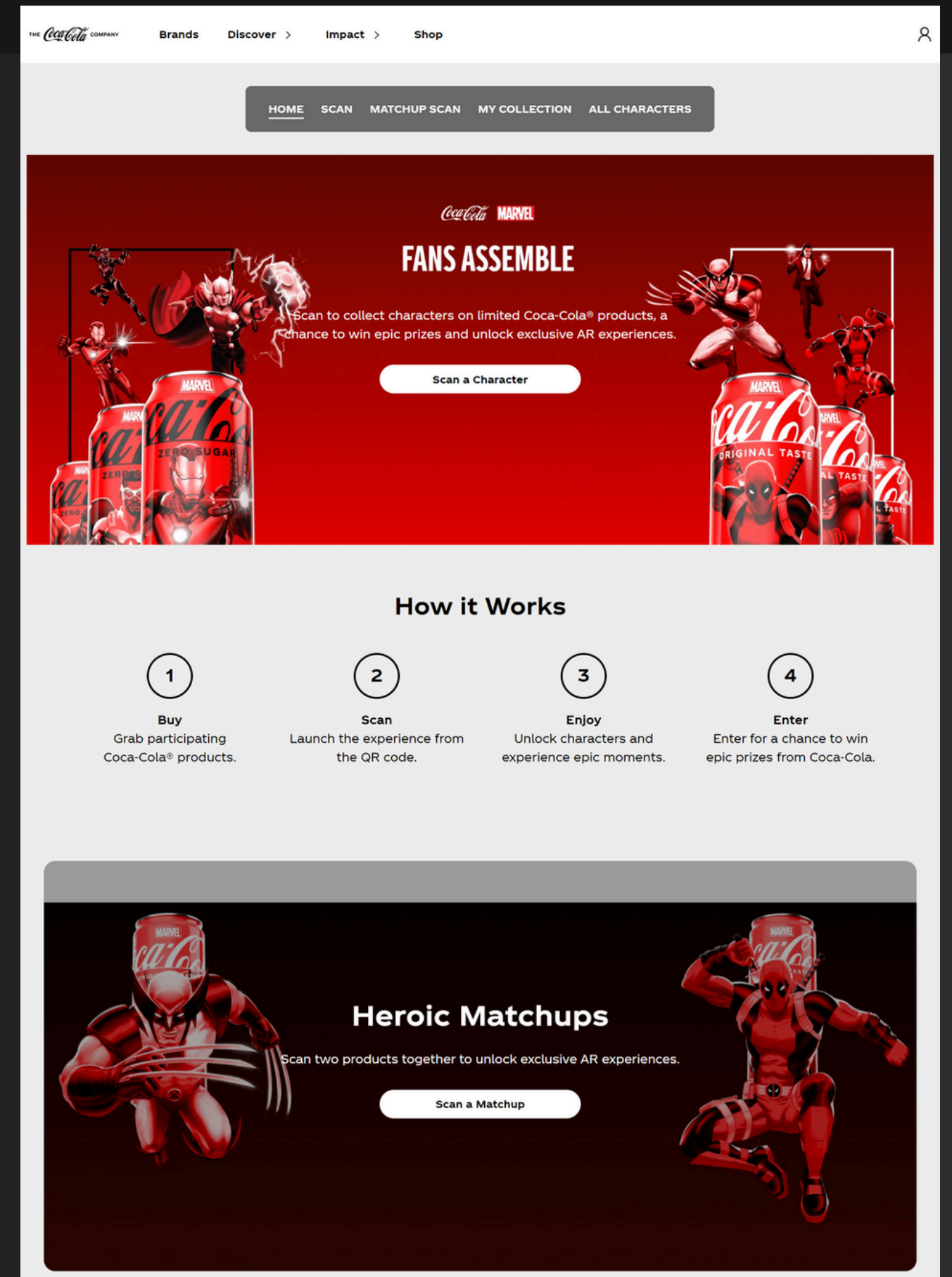
Each channel has unique advantages and challenges, so it's essential to evaluate them carefully to align with your marketing objectives.





The Coca-Cola® The Heroes Sweepstakes

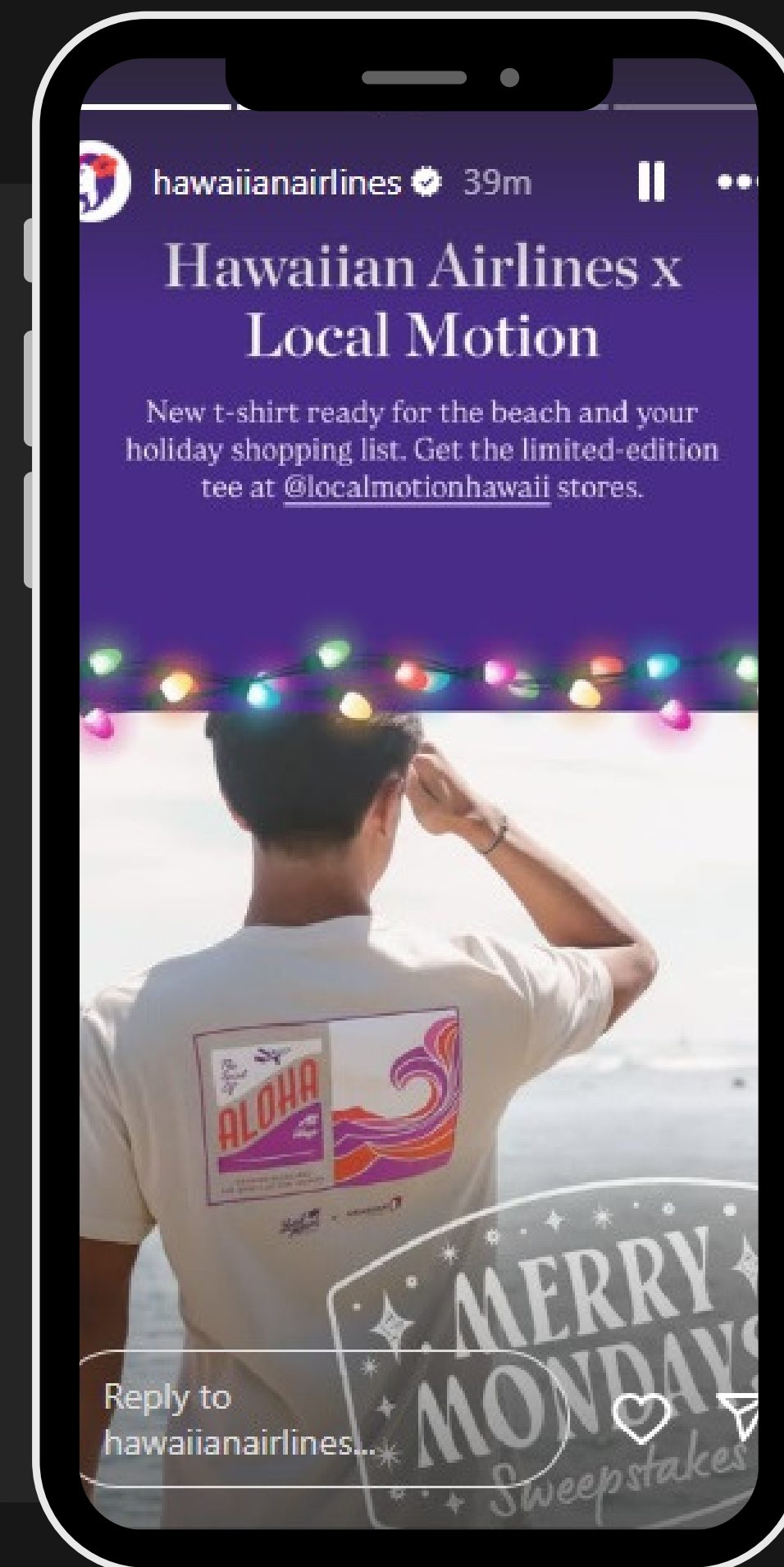
- Coca-Cola partnered with Marvel to create an exciting promotion where consumers scan limited edition Coca-Cola® products with Marvel characters to unlock exclusive AR experiences and had a chance to win epic prizes.
- Consumers visited the promotion site and first needed to log into or create a Coca-Cola 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.





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.



#BEACOVERGIRL



Are you an authentic storyteller with a unique perspective? Someone who wants to represent and give back to your community? A person who inspires others through your love of makeup, creativity, and embraces what sets you apart? Then we want you to apply to #BEACOVERGIRL!

Through the years COVERGIRL has partnered with a number of inspirational, barrier-breaking and diverse role models as the faces of the brand. Today, that opportunity extends to anyone and everyone who has ever had the dream of becoming a COVERGIRL through the very first #BEACOVERGIRL Contest.

Our mission is to empower new voices and challenge the expectations of what it means to be the next generation of COVERGIRLS. You don't have to be flawless, feminine, or famous - you just have to be YOU.

How to enter: Complete the registration form below and either upload a 30-60 second video or provide a TikTok link to your video where you are showing why you should #BEACOVERGIRL. Share what makes you unique and what this kind of opportunity would mean to you. Feel free to share your personal story, your aspirations, and any fond connections or memories you have of COVERGIRL.

All fields required unless indicated as optional.

First Name

Last Name

Address 1

Address 2 (optional)

City

State

Zip



#BEACOVERGIRL WINNERS



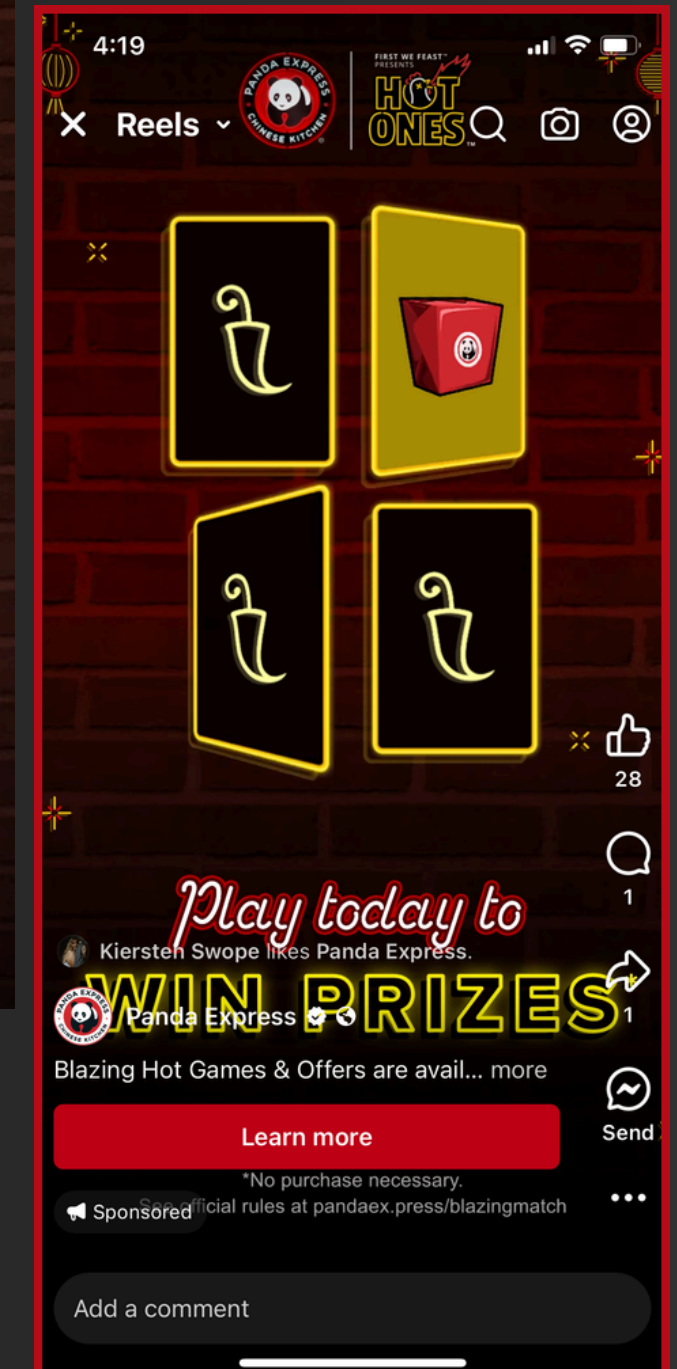
Coty Inc. The #BEACOVERGIRL Contest

- 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.

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.

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.

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.

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.

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.

EVENTS

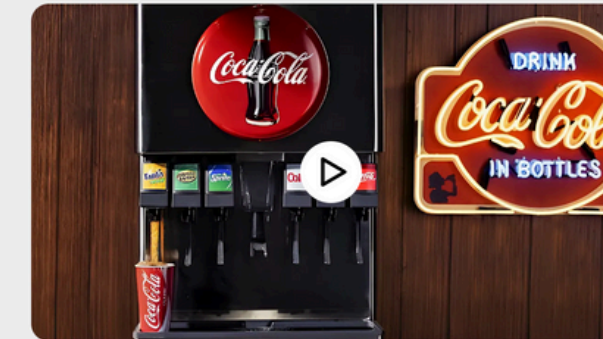
In-person events leverage advanced technologies to deliver immersive brand experiences that engage and captivate audiences creating memorable interactions and a deeper connection with the brand/company.

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.

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.



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.

HELP WANTA'D

Date of Birth. Must be 16+

08

08

2024

I'm Ready!

No purchase necessary. \$0 US/DC. 16+. Ends 6/14. Rules: click [here](#).

Meet dAlne

DISCLAIMER: dAlne (Bot Version) is a OPTI-powered ChatBot that is not actually Dane.

Dane had to go to a meeting, but don't worry, dAlne is here to guide you through the entry process. Relax, chat, and be yourself. Just don't ask him to write an essay for you, unless it's about Fanta.

\$\$\$

The Entry

☒ Fill Out Your Entry with dAlne

☒ Post Video Of You Sipping On TikTok

☐ Get The Gig??? (But Actually, If You Win!)

Launch dAlne!

POST YOUR SIP. GET THE GIG.

You're one sip away from your chance at \$2,000/week!

Take a video of yourself pretending to sip a Fanta and post it to TikTok using @WantaGigContest. Creativity encouraged!

Drop your TikTok handle below so we can find your Sip Audition after you post it. Then, sign up using your info.

Submit & Sign up

All entries must be submitted by June 14, 2024 to be eligible.

Great to see you! I would like to hear about your creative journey before we dive deeper into this intriguing recruitment process. Can you describe the last spark of creativity your work ignited or perhaps share your colourful history in the creative world? Do feel free to share your artistic strokes on your professional canvas!

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

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?

Where did Alex famously meet her fiancé?

● BRUNO

● TOM

● HENRY

● MUFFIN

● 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

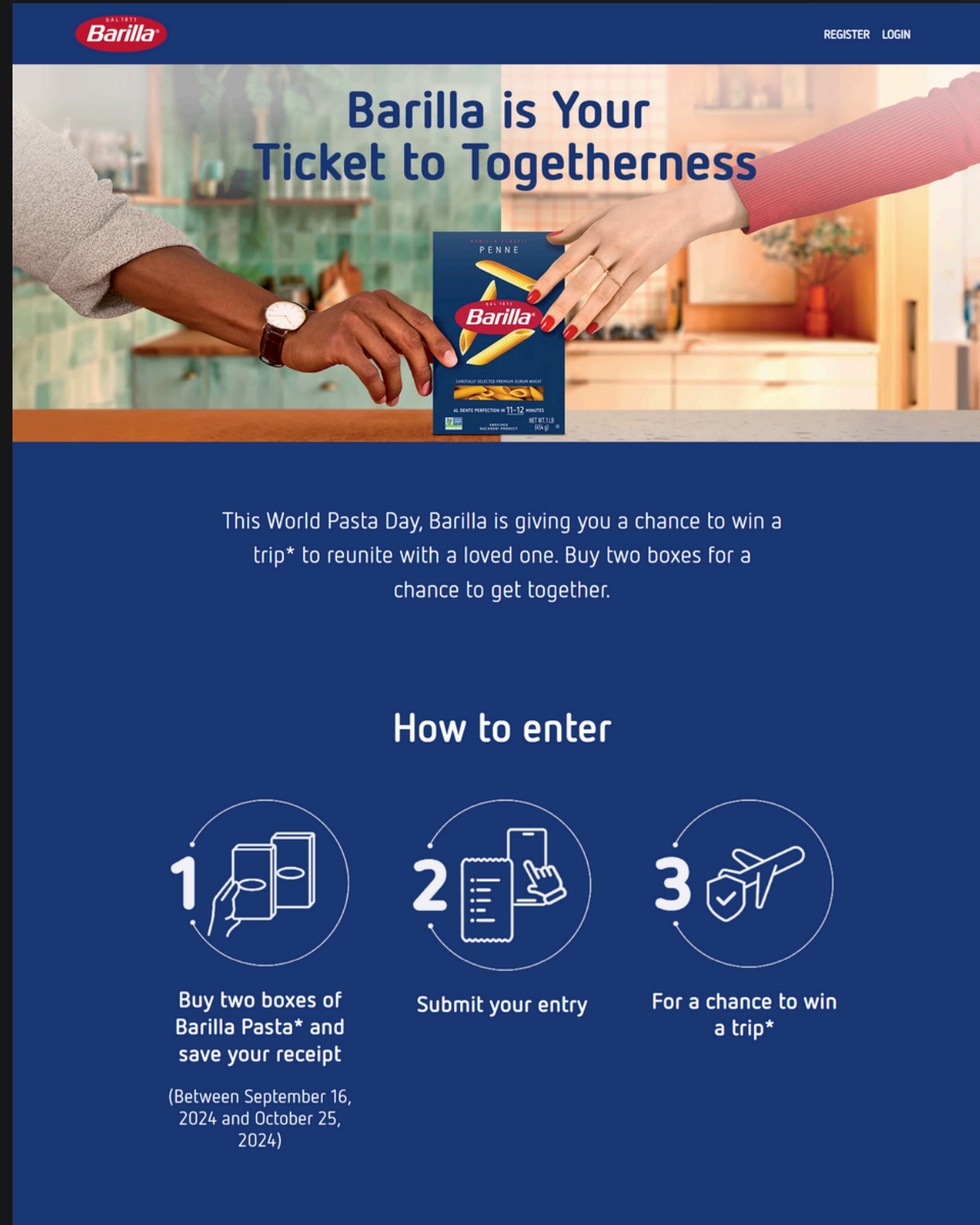
Watch Video Free | Only on Spotify

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 LOGIN' links. The main image shows two hands holding a box of Barilla Penne pasta. The headline reads 'Barilla is Your Ticket to Togetherness'. Below this, a paragraph 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 divided into three steps: 1. Buy two boxes of Barilla Pasta* and save your receipt (with a date range of September 16, 2024 to October 25, 2024), 2. Submit your entry, and 3. For a chance to win a trip*.

Barilla REGISTER LOGIN

Barilla is Your Ticket to Togetherness

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.

How to enter

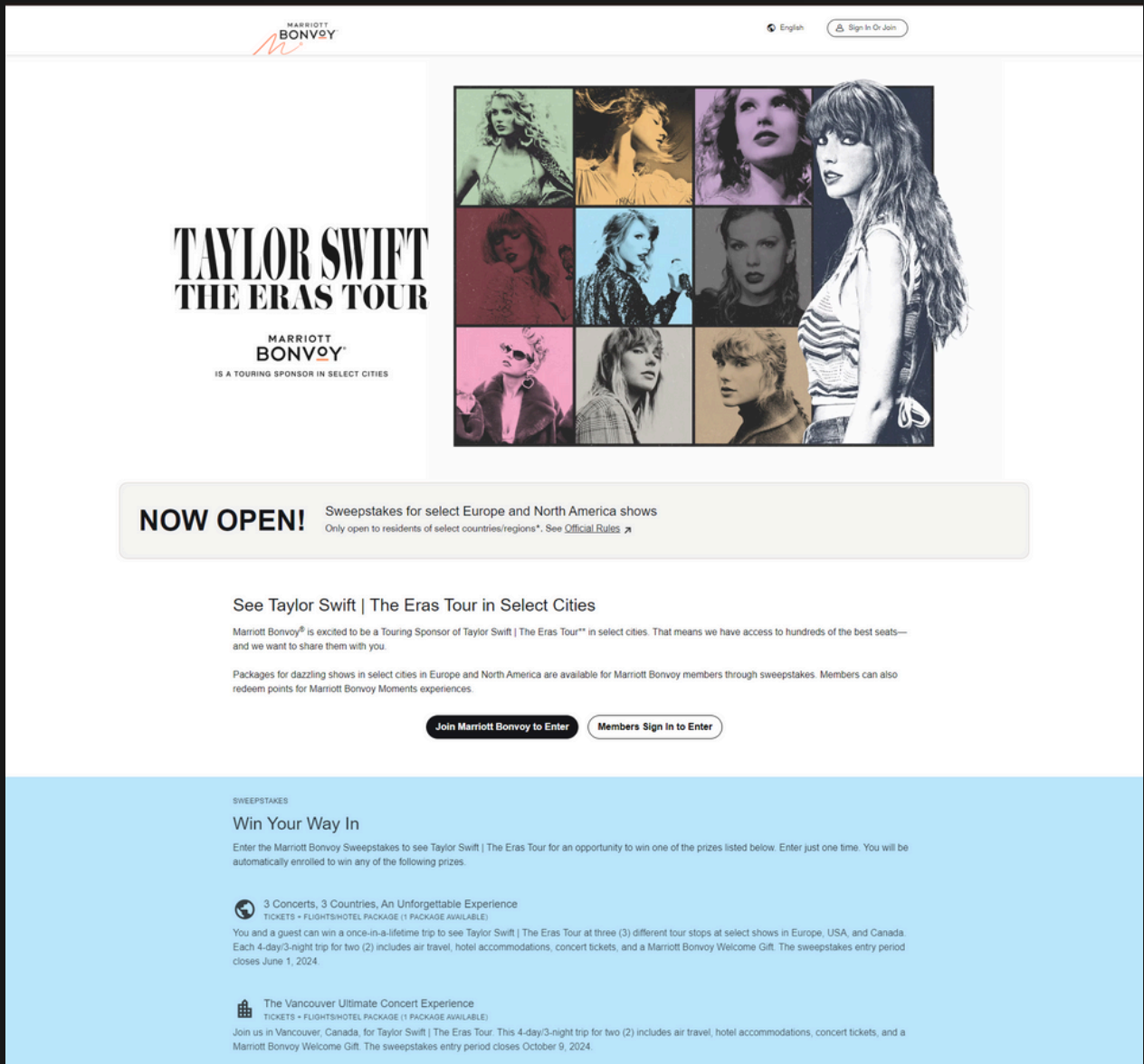
- 1** Buy two boxes of Barilla Pasta* and save your receipt
(Between September 16, 2024 and October 25, 2024)
- 2** Submit your entry
- 3** For a chance to win a trip*

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.



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

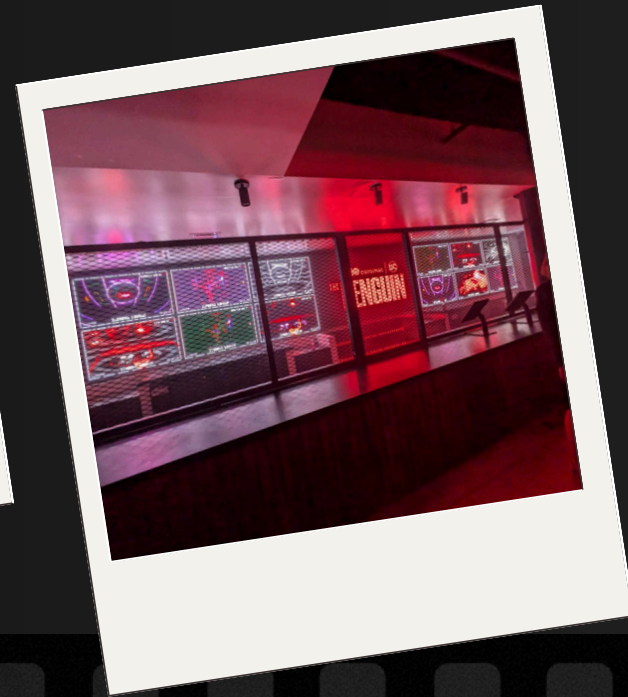
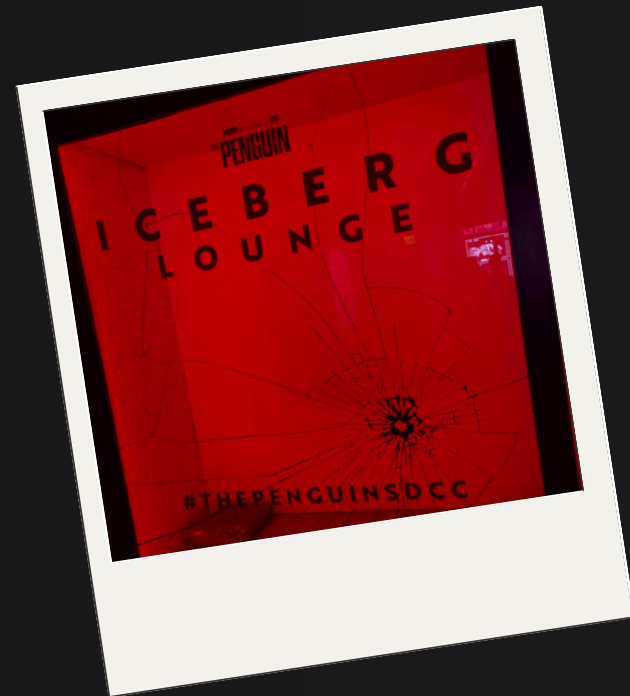
BACK TO COLLEGE CONTEST

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.



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.





The graphic is set against a background of lined paper with a red margin line on the left. It features various school-related icons: stars, scissors, a pencil, an apple, and a backpack. At the top, the Duck Brand logo (a duck in a circle) is crossed out with a large 'X' and the Kids in Need Foundation logo (a red backpack with a white 'K' and the text 'KIDS IN NEED FOUNDATION'). Below this, the text reads: 'Comment for a chance to win \$1,000!'. To the left of this text is a roll of red Duck Tape. Below the text, it says: 'For every comment, we'll donate 1 roll of Duck Tape® to Kids in Need Foundation.' To the right of this text is a small apple icon. At the bottom, there is a green banner that says 'Duck Brand® PROUDLY SUPPORTS empowering underserved schools with KINF.' To the right of the banner is another roll of red Duck Tape. At the very bottom, a small text block provides details about the sweepstakes.

Comment for a chance to win \$1,000!

For every comment, we'll donate 1 roll of Duck Tape® to Kids in Need Foundation.

Duck Brand® PROUDLY SUPPORTS
empowering underserved schools with KINF.

NO PURCHASE NECESSARY. Void where prohibited. The 2024 Duck® Brand Kids in Need Foundation Sweepstakes is sponsored by Shurtape Technologies, LLC. Open to legal residents of the 50 US & DC, 18 & older. Begins at 12:00 AM ET on 8/15/2024 & ends 11:59 PM ET on 8/30/2024. For official rules, <https://marketing.duckbrand.com/acton/media/44273/kinfswipestakes>

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?