



Direct Response: Contests

Research Assignment

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Agenda

- Introduction
 - Contest Success
 - Digital & Social Media for Direct Response Contests
 - Strategies for Direct Response Contests
 - Direct Response Contests - Strengths
- Conclusion



Contest Success

Why Contests are Successful?

- Consumers have nothing to lose
 - Attracted to the thought of winning
- Majority of contests have no cost
 - Unless contest given after purchase
- Consumers are attracted to the prizes
 - Exciting and good prizes
- Contests have a success rating
 - Measurable response rate with entries



Win These Attractive Prizes!



My Workspace
Thanksgiving Contest

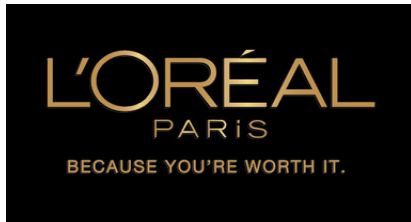
Dashboard
Reports
Entries
Files
Activity Stream
People

Show All
Show Default
Add/Edit Views
Export
More to go
Delete

SUBMISSION ID	FOLDER	DATE	RATING	NAME	EMAIL	
2455280	East Greenwich	Displayed	11-22	0.00	Tina	trueno@...
2455479	New York, NY	Displayed	11-22	0.00	Jennifer	jennifers@...
2455810	East Greenwich	Displayed	11-22	0.00	Katy	kattid11@...
2455885	Westerly	Displayed	11-22	0.00	Sarah	sarahdobi@...
2455931	Fox Island	Displayed	11-22	0.00	Jarvis	jarvis.ab@...

Contest Prizes

- Prizes must be suitable to target audience
 - L'Oreal Contest has a Spa Package Prize



- Unsuccessful prizes that do not suit the target audience
 - Disney Contest has a Golfing Package Prize



Contests

- What brands are not suitable for contests? Why?
- What brands are more suitable for Contests?
- What prizes would they have?





Digital & Social Media for Direct Response Contests

Contests: Digital & Social Media

- Internet

- Company Website
- Associated Website



- Social Media

- Facebook, Twitter, Pinterest & Instagram



Internet

- Companies will use their websites for contests.
- Use emails to lure onto website for contests.
- Must create an account or fill out information to enter.



New Account Form

Fill out all required information and click "Next..." to create your account

First Name: *

Last Name: *

Company:

Street: *

Street 2:

City: *

State or Province: ▼ *

Postal Code: *

Country: ▼ United States

Email Address: *

Phone:

Fax:

Username: *

Password: *

Confirm Password: *

* Indicates a required field

[Next...](#)

Facebook

- Largest and most successful social media
 - 400 Million Users
 - Over 500 Billion Minute per month on site
- 20% of Consumers interact with brands for promotions
- Click “Like” to connect with the brand



Other Social Media Platforms

- Twitter – Over 300 Million Users

- Tweets & Pictures



- Pinterest – Over 250 Million Users

- Pins & Pictures



- Instagram – Over 100 Million Users

- Posts Pictures/Videos



- Marketers are scrambling to get onboard.

- Sales Promotions – Contests

-
- A word cloud centered around the text "THE # HASHTAG POUND SIGN". The words are arranged in a circular pattern, with various terms related to social media, marketing, and technology. The words are in different sizes and colors, including blue, green, and orange. The background is white.





Strategies for Direct Response Contests

Enhancing Contest Success

- Media Strategies

- Select an appropriate media venue
- Which social media fits your campaign?



- Contestant Voting

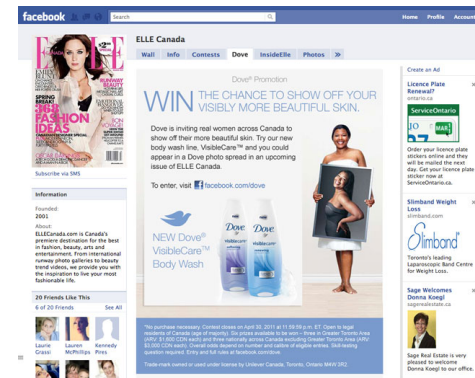
- Increase communication between contest audience

- Content Moderators

- Control content submitted to social media sites

Increasing Contest Entries

- Fill in the blank contest
 - Dove 'Real Beauty Should be Shared' Contest
- Time Restraints:
 - Creating a sense of urgency
 - 'London Drugs' contest
- Social Communication:
 - Contest entries linked to friends and family



Enhancing Contest Communication

- Contest Integration:
 - Using multiple media platforms in conjunction
 - Pepsi's 'Live For Now' contest
- Frequent Updates:
 - Communicate to your audience instantly





Direct Response Contests

Direct Response Contests

- Key Drivers for Direct Marketing/Response
 - 1. Targeted at a 1-to-1 level
 - 2. Provides an offer
 - 3. Call to action
 - 4. Response Device – Collects Data

Direct Response Contests

- Tim Hortons “Roll Up the Rim to Win ”
- McDonald’s “Monopoly”
 - Both open to Canadian Market
 - Offer incentive to purchase
 - Supports post-purchase evaluation
 - Attract High Value Customers

Tim Hortons Contest

- “Roll Up the Rim to Win”
 - Began in 1986
 - First Grand Prize: Timbit Snack Pack
 - Objective: Address increasing Coffee competition
 - Strategy: contest + incentive
 - 85%+ Redemption Rate



Tim Hortons Contest

- Latest Campaign: February – April 2014
- Additional chance to win on cup

4 EASY STEPS TO PLAY IN-RESTAURANT

- 1.** Visit a participating Tim Hortons location starting on Monday February 17, 2014



- 2.** Purchase a participating hot beverage size and receive a RRRoll Up the Rim to Win game cup (while supplies last)



- 3.** RRRoll Up the Rim to see if you've won!



- 4.** RRRoll the 50th Anniversary Bonus Roll for more chances to win!



Tim Hortons Contest

- 47 million prizes to be won instantly
 - 43 winners for 2014 Toyota Corolla Sport
 - 80 winners for \$5,000 Visa Prepaid Cards
 - 17,548 winners for \$100 Tim Cards
 - Millions of food prizes: beverages, donuts, etc.



Tim Hortons Contest

- Also chance to win online
 - “Roll Up Roulette”



HOW TO PLAY RRROLL UP ROULETTE™

Get in tune with RRRoll Up Roulette with 4 easy steps!

- 1 Play Once Per Day†**

Once you have registered you are now ready to play! Play RRRoll Up Roulette once per day†. One play consists of a regular spin for points, badges, and prizes, and Anniversary Bonus Spin for a second chance to win prizes!

Play online for the chance to win great prizes**:

 - 2 2014 Toyota Corolla Sport
 - 28 Napoleon® Prestige® P500 Gourmet Grills
 - 28 daily prizes of Free Coffee for a Year‡
 - 560 \$25 Tim Cards®
- 2 Playing the game**
- 3 Collect Badges, Earn Points**
- 4 VIP Extra Day of Play**

The graphic features a red background with a large '50' logo and 'Tim Hortons' text. It also shows a red Toyota Corolla Sport, three Tim Hortons coffee cups, and a Tim CARD.

Tim Hortons Contest

- Strengths of Contest
 - Instant Win/Easy to redeem
 - Convenient
 - Prizes sought
 - Encourage repeat purchase for more chances to win.



McDonald's Contest

- “Monopoly”
 - Began in 1987
 - \$40 million prizes in that year
 - Objective: address declining sales
 - Strategy: contest + incentive



McDonald's Contest

- Current campaign: September – November 2014

How **TO** Play

1

HEAD TO THE NEAREST
McDONALD'S RESTAURANT[†]

2

COLLECT GAME PIECES FROM MANY
OF YOUR FAVOURITE MENU ITEMS[†]

3

PEEL AND PLAY[†] FOR A
CHANCE TO WIN!

DOWNLOAD NOW



McDonald's Contest

→ Play on many of →

YOUR FAVES[†]

PEEL AND PLAY[†] GAME PIECES ARE FOUND ON
MANY OF YOUR FAVOURITE MENU ITEMS:



BIG MAC®



DOUBLE BIG MAC®



QUARTER POUNDER
WITH CHEESE®



QUARTER POUNDER®
BLT

McDonald's Contest

- 18 Million prizes to be won instantly



McDonald's Contest

- Strengths of Contest
 - Instant Win/Easy to redeem
 - Convenient
 - Prizes sought
 - Encourage repeat purchase for more chances to win



Conclusion

- ◉ Contest Success
 - ◉ Incorporating contests lead to campaign success
- ◉ Digital & Social Media for Direct Response Contests
 - ◉ Types of Social Media Used
- ◉ Strategies for Direct Response Contests
 - ◉ Utilize and Enhance the success of the contest
 - ◉ Improving Communication
 - ◉ Increase Number of Entries
- ◉ Direct Response Contests - Strengths
 - ◉ Tim Hortons “Roll Up The Rim to Win”
 - ◉ McDonald’s “Monopoly”

Thank You



Direct Response: Contests

By: Ashley Molasy, Tonia Raneri, Andrew Laszczuk & Joshua Lee

Contest Success

Why Consumers Like Contests

Contests usually do not cost anything to enter and consumers have nothing to lose if they enter.

Importance of Prizes

Companies must have prizes that relate to the brand as well as suitable for the target audience.

Suitable Brands For Contests

Some brands are not suitable for contests because their product is more private.

Example: Viagra, Trojan Condoms

Direct Response Marketing Campaign

Contests have a success rating and are measurable by entries.

Enhancing Contest Promotion

Frequent Updates

Compared to traditional forms of contests, Social media allows the user to update information so the public can see it instantly. These updates keep your contest publically relevant and information up to date.

Contest Integration:

Integrating your contest using multiple social media websites allow you to connect with a wider audience. By using sites such as Facebook, Twitter and Google+, you reach potential contestant who may only prefer using one specific social media.

Direct Response Digital & Social Media

Types of Digital Used For Contests

Companies use their websites as well as associated websites to promote contests.

Types of Social Media

Companies use Facebook, Twitter, Pinterest and Instagram to promote their contests.



Increasing Contest Entries

Social Integration

Social media's such as Facebook link submitted content to individuals on the contestants contact list and onto their official webpage. This content is introduced to new potential contestant who may share similar interest and may be enticed to participate.

Time Restrained Sweepstakes

Contests create a sense of urgency to the consumer promotes a quick response from the contestant.

Contestant Brand Involvement

Brands that allow contestants to become mascots for the company improve the brands connection with its consumers and entice contest entries. An example include the Dove 'Real Beauty should be Shared' where fans were asked to submit a photo & share two things that made them beautiful. The winner was voted by fans and became the new face of dove.

Direct Response Contests - Strengths

Key Drivers

1. Targeted at a 1-to-1 level
2. Provides an offer
3. Call to action
4. Response Device – Collect Data

Contest Strengths

- Instant Win
- Easy to redeem
- Convenient
- Prizes sought
- Encourages repeat purchase for more chances to win

Example #1 – Tim Hortons Contest

- “Roll Up The Rim to Win”
- Objective: Address competition
- 47 million prizes to be won
- Additional chance to win on cup
- Instant Win
- Encourages repeat purchase
- 85% redemption rate
- “Roll Up Roulette”, online version

Example #2 – McDonald’s Contest

- “Monopoly”
- Objective: Address declining sales
- 18 million prizes to be won
- Instant Win
- Collect To Win
- Encourages repeat purchase

Strategies for Direct Response Contests

Select an Appropriate Media Venue

Certain social media’s have strengths and limitations. Contests, which require photos, should consider sites such as Facebook or Instagram.

Contestant Voting

Having users vote for their favorite content invites contestants to become more involved with the brand and share with their message with others they know.

Content Monitors

Moderators control the content that is allow to be seen by the public allowing the contest operator to hide any profane or unrelated content.

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