

Contest Factory

SpinZone Trade Show Edition



In a Hyatt World

Signature Travel Show – Las Vegas



Hyatt was searching for ways to draw travel agents into their booth at the Travel Network Trade Show when they found Contest Factory's SpinZone Tradeshaw Edition. Working together with Contest Factory's design team, a great game concept was born to support their "In a Hyatt World" booth theme.

The goal was to maximize traffic and for virtually everyone who visited to win a prize and engage with the brand via social media. The SpinZone game was a huge success and exceeded their traffic expectations.

Testimonial: "A major thank you as the SpinZone Tradeshaw game was a huge success for Hyatt. We had two lines pouring outside of our pavilion as everyone wanted a chance to SPIN, the energy was high and incredible... Thank you again!"

Nicole Vaziri, Global Sales Director - Hyatt

XPRIZE - Last Night On Earth

South by Southwest (SXSW), Austin



XPRIZE partnered with Google, NASA, Blue State Digital and Contest Factory for SXSW for a private event at the Social Good Hub.

The goal was to gain leads and educate the participants about the LOOP program. They engaged virtually every participant at the event.

Testimonial: “Thanks SO MUCH for all your hard work on our SpinZone campaign before and during SXSW! It was such a fantastic event, I think I’m safe to speak for the whole team when I say we want to do it all over again very soon. Let’s follow up soon to talk about a potential ongoing Spin Zone partnership!”

Marissa Christiansen - Senior Manager, Alliances - XPRIZE

SanDisk – 25th Anniversary

Full year nationwide online SpinZone campaign



SanDisk was looking for a campaign to help celebrate their 25th Anniversary and drive new customer engagement. After reviewing Contest Factory's options, they selected a custom SpinZone Instant Win Game to do the trick. Over 70 million products were tagged with the 25th Anniversary campaign logo and sold nationwide. Participants were incentivized to fill out a short survey by providing one more lucky spin in the game!

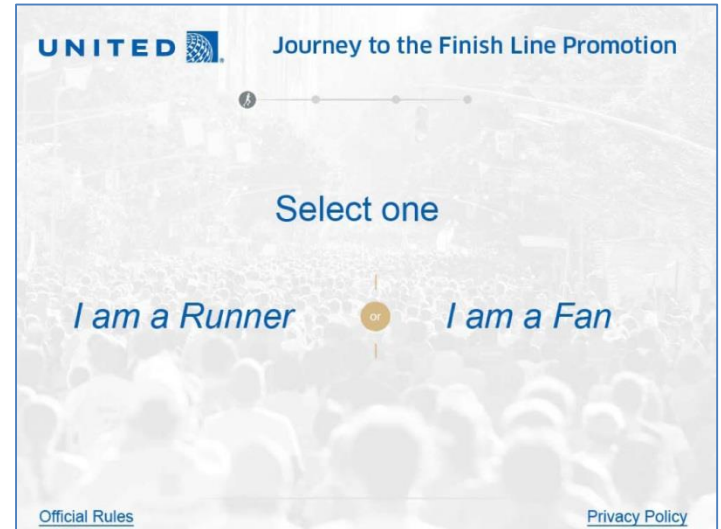
Testimonial: After much deliberation internally at SanDisk as we prepare the close of this program there is a unanimous opinion that this has been a fantastic experience working with you guys.

For a program running this long and with 200k registrations we literally have had no issues worth worrying about. Our technical support team at the peak has had no more than 5 calls in a week and nearly every call was due to Spam folders. You guys were flawless following up on all concerns promptly. We only had 1 trouble maker and he was fraudulent.

Ken Hutton, Senior Channel Marketing Manager - SanDisk Corporation

United Airlines

Journey to the Finish Line - New York City Marathon
Mobile/iPad SpinZone Instant Win Game with Sweepstakes



Mobile and Social Media

Mobile: Virtually every campaign created by Contest Factory can be designed for iPhones, Droid and many other smart phones as well as tablets and iPads. Creating unique mobile interfaces in conjunction with your regular micro-site or Facebook promotions is one of our specialties.

Facebook: If you are interested in gaining a larger audience in Facebook, we have the solution. Our Facebook contest promotions are superior because we provide high quality unique designs with more options than anyone else with instant win games, UGC contests and fun interactive sweepstakes. We can provide FB Log-In on any program we offer as well as promoting “Likes” and other unique Facebook features.

Twitter: If tweeting is your thing, we can provide fun and interactive feeds to your Twitter page from a regular contest or integrate your contest completely into Twitter. Looking for more followers? A contest is a great way to engage your audience!

#Hashtag Contests & Sweepstakes: We support #hashtag based promotions on Twitter & Instagram to help build brand awareness and spread key messages to your target audience via social media. Photos can be a requirement to enter sweepstakes or as a contest entry. All photos and comments can be moderated prior to posting to your site.



Product Solutions

Instant Win Games: Looking for a fresh way to Engage Your Customers? Contest Factory's SpinZone is a state-of-the-art instant win game engine. It is a unique way to generate and instill overall awareness of your brand and build a large database of leads and opt-in contacts. We also have SpinZone Tradeshow edition for your next show to help pull in more leads and traffic to your booth.

UGC Contests: Contest Factory's full-service UGC social media contest & promotion modules allow marketers to better understand, communicate and engage with their customers. The contest modules accommodate a variety of user generated content including (audio, video, webcam, photo and text).

Bracketed Contests: Contest Factory's multi-phase automated bracketed contests are interactive, viral and fun for consumers. The nature of the brackets create a positive consumer association with your brand and drive repeat visits.

Interactive Sweepstakes: We offer several variations of sweepstakes ranging from a simple one page format to customized interactive formats with modules for voting, surveys, coupons and viral sharing tools to drive traffic.



Viral DNA[®] Analytics

Contest Factory's Viral DNA[®] marketing analytics software provides customers' unique and real time reporting on the performance of their promotion.

Utilizing the Viral DNA tool, Contest Factory's customers can track various activity data anytime- e.g. registrations, refer-a-friend, prize balances, media share activity, survey and questionnaire responses, contest voting, and newsletter opt-in among others. Marketers can download this data in CSV format for further analysis.

