

## Participation builds brand affinity



## Consumers are willing to provide



People are also willing to provide feedback as part of their entry, with **74 percent** saying they would take up to 5 minutes to fill out a survey.

## Brands can use consumer data from enter-to-win programs to



## Enter-to-win programs people prefer



## Preferred method of entry



**48%**  
Company website



**21%**  
Social media



**14%**  
Text to win



**12%**  
In-store entry form



**5%**  
Mail-in form