

## Participation builds brand affinity

**72%**

of respondents said they participate in enter-to-win programs

**25%**

participate at least once a month

**81%**

of respondents would be more likely to keep buying

a brand if the brand offered a great enter-to-win program

**58%**

said they have already bought or tried a product or

brand they normally wouldn't as a result of such a program

## Consumers are willing to provide

Email Address



Name & Address



Gender & Age



Willingness to answer  
a short survey



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



Build a customer database



Better understand customer segmentation



Capture brand and product feedback



12%

In-store entry form

## Enter-to-win programs people prefer



**51%** Instant Win Games



**11%** Collect & Win Games



**33%** Sweepstakes



**5%** Contests



**5%**

Mail-in form

## Preferred method of entry



**48%**

Company website



**21%**

Social media



**14%**

Text to win



**12%**