

# Chief Marketer Consumer Special Report

## The Changing Face of Sweeps

How mobile, social and gamification are revolutionizing the engagement potential of sweepstakes and contests

Sweepstakes are no longer simple child's play. Grand prizes have grown to enormous cash prizes or life-changing vacations and events. Even smaller prizes have grown substantially in variety and numbers offered to draw more players. Gamification gets consumers interacting with your brand in ways never before imagined, while mobile and social tie-ins encourage consumers to share the promotion with friends. All of these together give marketers ways to capture a multitude of data to continue the connection beyond the game.

Here's how your brand can capitalize on the potential of sweeps.

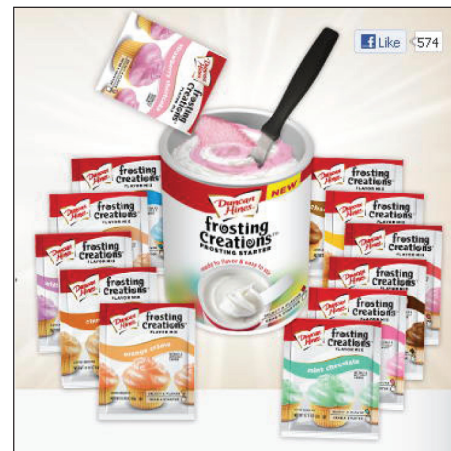
### THE SOCIAL FACTOR

Social media has dramatically changed the way marketers deliver sweepstakes and how they perform. Some of the most effective sweeps use social media to "amplify entries and voting," says Steve Caputo, managing partner of Tenthwave.

As an example, he cites the popular "Frito-Lay's Do Us a Flavor" contest, where entrants are asked to suggest new flavors for Lay's potato chips. The public votes via social media networks like Facebook, Twitter, Vine and Instagram, or via text.

"Each vote doubles as a sweepstakes entry too, ratcheting up engagement not just from budding chip chefs but voters as well," he says.

And when it comes to identifying an audience, think narrow and targeted. At the most basic level, you don't want to "waste" a prize on someone who isn't in your target market. For instance, when Tenthwave created a social-media scavenger hunt to promote Duncan Hines's holiday line of Frosting Creations,



A social scavenger hunt promoted Duncan Hines's holiday line of Frosting Creations

it had enough research about the highly targeted audience of avid bakers to know that they used various platforms differently—Pinterest provided inspiration, Twitter was used for customer service. These differences influenced the design of the game, which pulled twice as many players as expected.

"The better you can identify your target audience, the better you can use multiple channels to reach them," Caputo says.

Another tip, don't just rely on social viral share or on word-of-mouth alone to promote your campaign. The occasional viral superstar—such as the ALS ice-bucket challenge to name one example that took off in social as well as other channels—gives many marketers a sense of bravado—"my promotion is even better, so of course word will spread on its own." This is the same sort of thinking that has led many an aspiring actor to make his way to Hollywood, only to end up flipping burgers at In-n-Out.