



## Interactive Contest

Online contests are one of the most effective ways to captivate, analyze and gain insight into user's interaction with the site and a client's branding. A customized, interactive promotion or contest provides the opportunity to engage users while continuously exposing them to the client's brand. There are several types of contests available including: trivia, user-submissions and other customized programs.

### Package includes:

- Customized web page with client branding and description of the contest and prize
- Custom contest program to enlist participation from users for a chance to win the prize.
- Content receptacle on Contest Homepage and
- Inclusion in 1 newsletter to include 5 lines of text, logo and link
- On-air promotional mentions

### Best Use of this Application:

- Sampling
- Creating a viral effect
- To build a brand and consumer perception
- User interactivity with the brand

