



GIVING OF THE GREEN

BENNIGAN'S CELEBRATES ST. PATRICK'S DAY WITH SCRATCH-TO-WIN PROMOTION

ST. PATRICK'S DAY MAY BE THE PINNACLE OF IRISH PARTIES, and many an Irish establishment uses the entire month of March and beyond to roll out the green carpet.

Bennigan's, the chain of neighborhood pubs serving up Irish hospitality, is running a scratch-to-win promotion for a chance to win a "Pub in a Box" for the winner to create his or her own party.

Through April 28, everyone who visits a Bennigan's will receive one of 100,000 St. Paddy's Day game cards, with more than 1,000 players winning a free dinner for two on their next visit. Every other card throughout the eight-week promotion is a winner, too, with free Bennigan's caps or appetizers, desserts or Pepsi with an entrée purchase on a future visit.

As the game plays on, Bennigan's is collecting customer information that will help it build lasting relationships with its customers and encourage players who have yet to visit a restaurant, to stop in.

"So March is the perfect time for us to extend beyond our four walls and reach current and new fans with exciting offers," Bennigan's

chief executive officer Paul Mangiamele, said in a release.

The card also directs guests to a customized "Bennigan's Sweepstakes" website where the grand-prize winner will get their choice of a Bennigan's Pub in a Box, including a full service bar, two bar stools, pub mirror, bar supplies and wall art or a trip to Chicago for two. In addition, everyone entered for the online sweepstakes has the chance to win a weekly drawing for one of two \$50 Bennigan's gift cards.

Players are encouraged to share the offer with their friends through Facebook and Twitter. Their messages will invite others to visit the restaurant during the promotional period to play the scratch-to-win game.

After the promotion, Robust Promotions which is handling the game, will deliver to Bennigan's a database of all online entries by store location for future marketing campaigns. Robust Promotions will also perform a campaign analysis that reveals each store's ranking and measures the ROI of the promotion based on the various prize/discount levels.

"On one half of the card, they reach 100% of their customer base, and increase frequency and loyalty, by offering a reward to drive in-store sales," said Leslie Allison-Seei, partner at Robust Promotions. "The card's other side spurs on peer marketing with likes and shares, plus it captures all the relevant customer data of online participants."

"Given enough incentive, customers are much more willing to share their contact information, and even other marketing-rich details such as their birthday. Companies might have thousands of fans, even tens of thousands or more, but it's difficult to know who those people are," Allison-Seei said. "With a Peer Marketing Promotion, as long as the offer is strong and there is a sense of urgency, people are more willing to surrender that information than if you just say, 'Join our e-club.'" —PATRICIA ODELL

Sweeps on a Stick

Hot dog chain Wienerschnitzel is running its third annual "Cash In on a Corn Dog" sweepstakes. The prize is attractive: \$100,000 in big cash prizes, "Wiener Bucks," and over a million free Corn Dogs.

The game is simple: Buy a wiener, eat it and read the message on the wooden stick to see if you won a prize or got a code to enter online for another chance to win.

This year the cash prizes include \$10,000, \$1,000, \$500 or \$100, and \$10 or \$5 in "Wiener Bucks" redeemable in-store. In addition, 1.3 million free corn dogs are being given away.

"During its first two years, more than 210,000 customers have participated in the sweepstakes online," says Tom Amberger, vice president of marketing for Wienerschnitzel.

The sweeps rules are printed on the Corn Dog bags and include directions on how guests can request a free Corn Dog stick by sending a self-addressed, stamped envelope to the sweepstakes' office. The contest runs through June 30.

There is a big marketing effort to get people into the restaurants to participate, including TV and radio, online marketing, social media and in-store P-O-P materials.

On the social media front, people who like the Wienerschnitzel Facebook page will find information on the sweepstakes, as well as other content and promotions, like a downloadable \$1 coupon off a pastrami sandwich.

To celebrate its 50th anniversary last summer, Wienerschnitzel ran the "Teenie-Wienie 50 Cars & Free Food for All Instant Win Game" where every player received free food and a chance to win one of 50 Fiat 500's. On the actual birthday of the company, July 17, 2011, all 350 Wienerschnitzel locations offered 61-cent food specials, honoring the 16 founding. Diners could also enter to win a trip for two to Munich Germany. —PO



Ask me
how you could
**WIN YOUR
VERY OWN
BENNIGAN'S
PUB!**

Or other great Bennigan's prizes!





PLAYING WITH FRIENDS

HOW AND WHY TO USE SWEEPSTAKES ON FACEBOOK

Does it make sense for your brand to run a sweepstakes on Facebook?

Consider your objectives; For example, if the target audience for your promotion is specifically the Facebook community, then go for it. And if your goal is to build brand enthusiasts, and you already have a significant number of people who “like” your brand page, then a sweeps that’s available as a reward to only your current, loyal Facebook fans makes sense.

But if you have plans to use your social media activity for more than just collecting likes—if you plan on moving fans of your brand into a permission-based marketing program so you can qualify them as prospects and nurture them into loyal buyers—then it makes more sense to firmly plant your sweepstakes entry, registration and data collection on a site that you control.

Converting Fans to Advocates

Gaining “likes” should be just the tip of the iceberg when it comes to your Facebook strategy. Turning real fans into advocates who interact with your brand on a regular basis is the key to gaining a return on your Facebook activity.

Once you’ve determined that Facebook is, in fact, the place to deliver your sweepstakes promotion, use the following checklist of things to think about in creating a meaningful program:

1. **Invite consumers** to like your brand page for



the option of entering your sweepstakes—and to unlock other special content for friends of the brand.

2. Liking the page does not automatically enter them into the sweeps, however. Consumers must **complete a brief entry form**. The fewer pieces of information they need to share, the more entry completions you’ll get. So only ask for the data you absolutely must have.
3. Let consumers know how often they can enter. If there’s a value to your business in **bringing them back** to your Facebook brand page daily, encourage them to enter daily.
4. **Advertise your sweepstakes** to consumers. Go out into their world—online, instore, in media—to find new customers and bring them to your brand page. If you use your Facebook page only to carry the message,

you’re not likely to gain a significant number of new likes.

5. Use your prize to **deliver a brand experience**. Sure, everyone wants the new iPad. But unless you’re Apple, using it as a prize isn’t delivering any message about your brand. What’s more, you shouldn’t be offering any Apple product as a prize without the company’s permission to do so.
6. Leverage the social aspect of Facebook. Once they’ve entered your sweepstakes, invite (don’t require) consumers to **share the excitement**, passing along your promotion news to their friends.
7. Make it a **legal sweepstakes**. Don’t skip the details. Work with a legal administrator to develop and publish official rules and register the promotion where necessary.
8. Follow Facebook guidelines. You’re a **guest in their house**. Your brand page and your promotion should follow their rules, or you may find yourself locked out.

What’s the alternative to executing your sweepstakes on Facebook? Host it yourself for increased control and deeper metrics. On a microsite, you control every aspect of the promotion, including the look and feel, the data you collect and how you manage it, and details like legal requirements. You gain the creative freedom to design a promotion that looks and feels like your brand personality rather than fitting within Facebook’s specific page grid, the format of which tends to make many brands look alike to consumers.—**VIRGINIA BATES**, partner/director of promotion planning, **Eric Mower + Associates**.

Drinking Games

A Valentine’s promotion where fans could create customized “Conversation Hearts” to share with friends, a sweeps offering a trip to Napa Valley, and a button giveaway are among the recent Facebook campaigns by Ménéage a

Trois designed to create buzz for the wine.

Last year, the brand began working with Social Candy to create targeted social promotions and contests to generate fans, followers and buzz for the wine. Last summer, using Social Candy’s customizable Collage application, the brand got over 17,000 new fans with a promotion inviting them to

create a poster for Ménéage. Fans were then invited to vote on their favorites, which had to incorporate elements like wine bottles, logos, silhouettes of musical instruments and other artistic images.

The contest winners each received 500 printed posters. The competition generated 70 entries and 5,300 new fans on Facebook.—**Beth Negus Viveiros**

