



A GIVEAWAY WITH PUSH-BUTTON EASE

TIP: MAKE IT SIMPLE TO ENTER

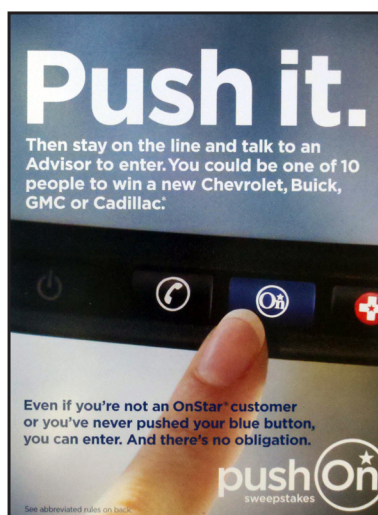
MARKETERS RUNNING CONTESTS

usually take pains to make sure that the entry process is as easy and frictionless as possible. However, in-dash communications provider OnStar may have set the gold standard for this with its “PushOn” sweeps. To enter, all U.S. and Canadian drivers have to do is push a button.

Specifically, they have to push the OnStar blue button mounted on the dashboard or under the rear-view mirror of vehicles enabled in the U.S. with the OnStar service. That will connect them to one of the three OnStar call centers that typically provide subscribers with roadside assistance, automatic crash response, and turn-by-turn navigation.

But from now through May 31, pushing that button can get U.S. entrants into OnStar’s “PushOn” sweepstakes, a drawing in which 10 winners will get their pick of 10 models of Chevrolet, Buick, Cadillac or GMC vehicles (OnStar is a General Motors subsidiary).

According to OnStar communications manager Adam Denison, the strategic aim is to illustrate the value of the OnStar service, not only for the 6 million users who currently pay the monthly or yearly fees but for the much larger group on drivers who have OnStar in their vehicles but who don’t currently subscribe. OnStar claims that its technology is currently installed in 55 million vehicles worldwide.



While Denison could not say how many of those are currently on the road in the U.S. and Canada, odds are good that they make up a very large portion of those “dormant” users. Even though they may not currently be subscribed to an OnStar plan, pushing that button will open a hands-free connection to a customer service agent who will take their sweepstakes entry information.

“This is aimed at the large contingent of drivers

who have OnStar in their vehicles but don’t know what it does and have never pushed that blue button,” he says. “The main focus of this promotion is an effort to re-engage that side of the house.”

Customers who buy an OnStar-enabled car customarily get six months of free service with their purchase. Those who purchase the new Chevrolet Volt hybrid car get five years of free OnStar service.

Some of the dormant OnStar drivers are those who purchased a used GM vehicle equipped with the service but who never enrolled. When those first-time customers call in to enroll in the “PushOn” contest, they will be offered a six-month OnStar trial.

“The hope is that we can engage them at that point, and at the end of that six months’ trial they understand the safety and security features that OnStar offers and sign up for another year,” Denison says.

—BRIAN QUINTON

IDEA TO STEAL:

Tell a Friend

To draw viral crowds, Motorcycle Superstore is running sweepstakes on its Facebook page, encouraging entrants to send news of the contests to their social friends.

And why not? If that friend entered the sweepstakes and won a prize, the recommending friend would win one too, increasing their chances of success with every referral. The promotion was created using Extol’s SocialBuilder platform, which lets marketers track referrals.

The first sweepstakes, run for a month last summer, gave entrants a chance to win generic prizes such as iPad tablets, Oakley watches, sunglasses and gift cards, and didn’t require that players “like” the MSS Facebook page in order to win.

MSS ran two other giveaway campaigns later in the year, each time featuring prizes more tuned to motorcycle fans: premium helmets, boots, gloves and so on. “We wanted to be able to get our suppliers in on the viral feedback and give them the benefit of that word-of-mouth advertising in exchange for sponsorship of products,” says Chris Johnson, social marketing coordinator for MSS.

The tactic worked, Johnson says. On the second, more targeted giveaway, MSS saw a 240% increase in its daily “like” rate and a 30% jump in total likes. The campaign generated more than 13,000 new likes in the course of its 30-day run. And those weren’t just fans who happened upon the Facebook page during the game period; MSS was able to correlate those 13,000 new fans directly to sweepstakes entry. —BQ



NOT SO TRIVIAL

TIP: TRIVIA GAMES CAN HELP YOU CONNECT WITH YOUR AUDIENCE'S INTERESTS.



When AARP unveiled its new website last summer, it used a trivia game asking questions that prompted people to move around the site exposing them to all the new content, tools and features.

The game, with a goal to build qualified Web registrants, was a sweepstakes to win \$5,000. AARP knew that many of its 40 million members liked to play sweepstakes, and the trivia game offered the possibility to improve response. The results of the one-month promotion were stunning, delivering more than 60,000 registrants and their email addresses, or 80% over goal.

"We know that games work well for this demo," Nataki Edwards, the vice president of AARP digital strategies, said. "We see in our general site that this is a very popular area. We also know this demo wants to remain sharp. Mental acuity is important to them."

Helping move people around a refreshed website is just one way marketers have found to put trivia games to good use. InterContinental Hotels Group enhanced its Priority Club rewards program with a travel trivia game that let registered members win extra points in daily and weekly contests. Duracell took its video commercial a step further by overlaying it with brand and trivia questions that helped people learn more about its new myGrid battery-charging pad for mobile phones. And Starbucks used trivia in a text-based scavenger hunt.

Based on the success of its game, AARP last fall developed and housed a trivia portal on its site: A permanent home for games to live and be rotated in on a regular basis. This time the goal was to increase page views. The portal launched with 100 quizzes, each quiz containing 10 questions that led to related articles. It is also running a few quizzes on its Spanish-language site. By the end of 2010, more than 3 million page views had stacked up. Social sharing is encouraged through ShareThis functionality, as well as the Facebook "like" button. —PATRICIA ODELL

TRIVIA BEST PRACTICES

Lisa Feldberg, vice president of business development at ePrize, which works with AARP on promotions, offered the following tips for running a successful trivia contest:

1. In each exposure, serve up three to five questions.
2. Serve new questions everyday to ensure repeat visits.
3. Add a "hints" button or prompt where consumers find additional information or learn more about your brand or product to get the answers. This not

only provides valuable information, but also increases engagement time.

4. Don't make the questions too difficult. They should be easy and fun so players want to find out more.
5. Layer on an instant-win game or sweepstakes to give people another reason to return regularly to play.
6. Run the promotion between 8 and 10 weeks, it's a good time frame to attract a large volume of people. Use a list of 30 to 40 trivia questions and serve up new questions to returning customers. On average, consumers come back six to nine times.

7. Add social extensions, such as posting a trivia question on Facebook or Twitter.
8. Provide scoreboards for players to maintain a friendly competitive environment.
9. On the first return visit recognize people by their email address.
10. Provide an opt-in mechanism for future marketing.
11. Follow up with a mobile version, then tie mobile, social and digital all together.
12. Advertise the game via messaging tied to all in-market marketing. ■

IDEAS:

Don't Forget Your Homepage

IN THE RUSH TO RACK UP FANS ON FACEBOOK, don't forget the importance of promoting contests on your brand's own home page.

Johnson Controls, a provider of mechanical equipment and systems that control commercial building systems, is promoting its video contest "Campus Green Scene" through April 27 on its corporate website, as well as on a microsite and Facebook.

"Despite the gravitation to Facebook, consumers still want and expect promotions on websites. In some categories, it's the number-one reason they visit websites," says Cullen O'Brien, vice president, Fullhouse.



And on Crate and Barrel's home page, the "\$100,000 Ultimate Wedding" contest is the main attraction, surrounded by the site's mainstays like gift ideas, gift cards, a calendar of in-store parties and a "Best Buys" flip book.

"It was important to have the couples visit and become familiar with our home page to learn more about our brand and see what Crate and Barrel is all about," says Marjorie Daugherty, director of Crate and Barrel's Gift Registry. "Our homepage represents the brand, it is fun, lively and colorful." —PO