



Contests that draw in crowds of new customers

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Table of contents

A. Introduction	2
B. Contests explained	2
C. How to launch a successful contest	2
More about sweepstakes contests	2
5 Great ideas for successful “instant win” draws	3
Talent-based contests	4
5 Factors that determine the success of your contest	6
D. Key points summarised	9
E. Action plan	10



A. Introduction

Inside this Study Guide you will:

- » Discover the three types of contests and which is right for you
- » Learn how to come up with a contest that gets maximum media exposure
- » Get dozens of great ideas for contests that will add excitement to your promotions
- » Find out how to select the right type of contest based on your company's objectives

B. Contests explained

Who DOESN'T love an opportunity to win something? We all do, right! That's why contests can be a fantastic way of attracting new customers to a business. They're also fantastic for getting your existing customers to purchase from you again.

Something important to consider before you read any further. In most states of Australia there are special laws that govern the running of competitions, contests and sweepstakes. Make sure you are thoroughly aware of what the rules and regulations are before you start promoting and running your contest. If you don't, you could find yourself faced with a hefty fine. Just check out the Government website for your particular state.

There are three types of contests each offering its own set of unique benefits:

1. sweepstakes – people simply fill out an entry form and winners are randomly drawn.
2. game of chance – contestants spin a wheel or scratch off a game card to reveal a prize.
3. a talent-based contest – it might be a talent quest or something else that involves being judged for something.

C. How to launch a successful contest

More about sweepstakes contests

You can run a sweepstakes as a stand-alone event/promotion, in conjunction with another sales promotion or in conjunction with another event.

Getting prizes for free

Naturally, the more exciting and expensive your prizes are, the more interest you'll attract. Don't worry though ... getting great prizes doesn't mean you need to spend a lot of your own money on prizes. Ask your suppliers to chip in as well as other

“aligned” companies who can see the benefit of free promotion that they'll get by donating a prize.

It doesn't matter whether you're approaching a supplier or another aligned business about donating prizes, each of these organizations

write and win

Air your views about issues in this month's magazine and you could win a Hot Spot handbag in cappuccino valued at \$350 and a Spinning Around wallet in black leather valued at \$100, both by Urban Originals. Send your letters to *marie claire*, Locked Bag 9952, North Sydney, NSW 2059 or email us at marieclaire@pacificmags.com.au. Please include your full name, suburb and state for publication.



will want to know that they're going to get a return on their investment. In other words, they want to be sure that this competition is going to be popular. They also want to be sure that you're going to advertise it extensively to maximize their exposure. In fact, the more you're prepared to spend on advertising, the larger prizes you'll get from suppliers.

Name your contest

Giving it a name will add to its prestige and popularity.

- » The Ultimate World Holiday of Lifetime Contest
- » The Dream Machine Car Contest
- » Wake Up in Tahiti Contest

This is an opportunity to get creative.

5 Great ideas for successful “instant win” draws

These types of contests are exciting because customers can see instantly whether or not they have won a prize. This increases their excitement levels and encourages them to make multiple purchases.

This works especially well with fast moving consumer goods where every 3rd box of cereal contains a gift or look under the cap of your soft drink bottle to see if you've won a prize.

1. **Scratch a Discount** - Give each customer a scratch it card and scratching the card determines what level of discount they receive off their purchase.
2. **“Match and Win”** - Every time someone purchases they receive a scratch it card which, when scratched reveals an image of half a prize. When they find the matching scratch card they win that prize.



3. **Lucky Dip** – every customer draws envelopes or parcels from a barrel. These items could be discounts or value-added gifts for purchasing – gift vouchers from other stores, samples or other “soft dollar” items.
4. **Give a fortune cookie with each purchase** – most of the fortune cookies have traditional messages. Others have messages telling people they have won a major prize.
5. **Keys** – everyone who purchases is given a key. If that key fits a certain lock they are in the final draw to win a car or some amazing prize.



Talent-based contests

If you're looking to add even more fun and community involvement and to create a lot of buzz, a talentbased contest could be just the ticket ... especially if the nature of the contest ties in well with the product or service that your business sells.

Eg.

- » Great Biker Build-Off Contest – Custom Motorcycle Shop
- » Creative Quilting Contests – Quilting Shop
- » Acting/Dancing/Singing Contest – Drama School/Talent Agency
- » Cooking Contest – Cooking School/Fruit and Veggie Shop

The beauty of making the contest aligned with the products you're selling is that each entrant becomes an instant potential customer.

Here are some other types of contests that are fun to run and attract a lot of attention.

Jellybean guessing competition

This is an all-time favourite. And for something different try other items inside a glass bowl – marbles, coins, golf balls – anything that can fit inside a large glass container.

Colouring-in Contests

These can be excellent for generating some excitement from children who (obviously) influence their parents into shopping in a store.



COLOURING IN COMPETITION

Win one of 2 super cool bikes!

Place your entry in the Entry Barrel at any of the Streets Alive walk events.
Last chance 11am, 11th December.

Age categories
Years 5 – 8
Year 4 and under

Conditions of entry:

- Judges' decision is final
- Only entries received at Streets Alive walk events are valid
- Winners will be notified personally
- Winners must be willing to have photo taken and published
- The bike awarded to each winner will not exceed rrp. \$200, and can be chosen as directed by Lakes Bikes management
- Contact details provided will remain confidential

Name:

☐ Years 5 – 8 ☐ Year 4 and under

Address:

Phone:

Win some fantastic LEGO prizes

Can you answer the following questions?
(here's a hint – you might find the answers on the kids' website)

- When did Christine Nixon become Chief Commissioner of Victoria Police?
- If a police member has three stripes on their shoulder, what rank would they be?
- Tell us one way, from the kids' website, of how you can be cybersmart?

Fill in your details below:

Name:

Address:

Age:

School Name:

Ph No:

Send your completed entry to:
Kids' website competition
Marketing Unit, Victoria Police
637 Flinders Street
Melbourne Vic 3005

Shopping Spree

Customers fill out an entry form and state in 20 words or less why they like shopping at your store. You select a winner and that winner is given the opportunity for a 10 minute shopping spree where anything they can grab in that 10 minute period is theirs.



Savings per Customer Contest

When you have a large promotional sale, run a contest in conjunction with that sale to see if customers can guess what the total average savings per customer is during the sale period. Whoever gets closest wins.

Naturally, to do this you'd need to have some way for your cash registers to measure the savings. This is an excellent way of making your customers very aware of the fact that you have some healthy discounts on offer.

Here are some other ideas ...

- » Sandcastle-building contest
- » Film-making contest
- » Photography contest
- » Beautiful baby contest
- » Celebrity look-alike contest
- » Mud crab races
- » Thong throwing contests on Australia Day

Lean Cuisine 97% FAT FREE

YOUR CHANCE TO WIN a Samsung 52 inch LCD TV!

***ONE TO BE WON EVERY WEEK FOR 5 WEEKS!**

Buy any 2 LEAN CUISINE products then enter via SMS or online. Entries close 19/10/08.

Do something good for yourself!

Entries close 11.59pm AEDST on Sunday 19/10/2008

The Promoter is Nestlé Australia Ltd ABN 77 000 011 516. Authorized by NSW Permit No. LTPS/06/07196. Vic Permit No. 56/2351. ACT Permit No. TP 56/03030. SA TOS/2002.

To enter, purchase any 2 LEAN CUISINE Products from a participating Coles supermarket. Keep the 2 original LEAN CUISINE barcodes for every entry made. Complete the details below.

Title*

First name*

Surname*

Address*

Suburb*

State* Post code*

Daytime phone*

Mobile Phone

Email address

1st LEAN CUISINE barcode no. (Last 5 digits only)*

2nd LEAN CUISINE barcode no. (Last 5 digits only)*

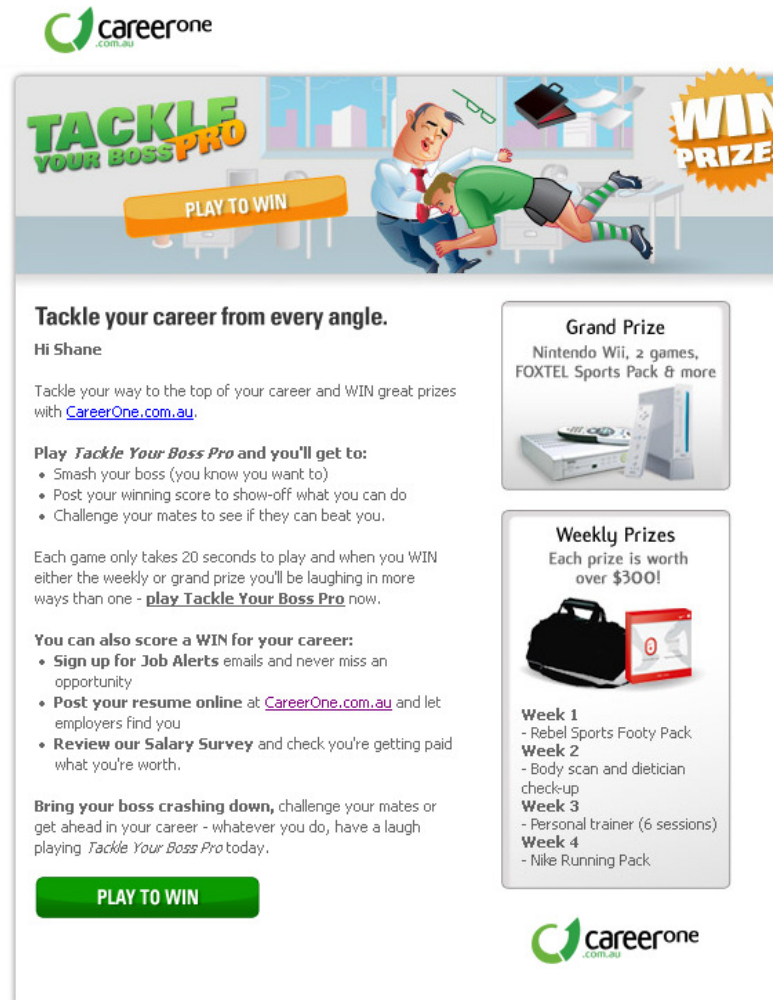
Coles receipt number*

☐ Please tick if you are aged 18 years of over and agree to the details you have provided being used by, or on behalf of Nestlé to contact you with exciting news, promotions and opportunities for an indefinite period of time or until you advise Nestlé otherwise.

☐ * I have read the [Terms & Conditions](#).

[Nestlé Privacy Policy](#)

Remember, the crazier the contest and the larger the prizes, the more media coverage is possible so put on your thinking cap and see how creative you can get.



Tackle your career from every angle.

Hi Shane

Tackle your way to the top of your career and WIN great prizes with CareerOne.com.au.

Play *Tackle Your Boss Pro* and you'll get to:

- Smash your boss (you know you want to)
- Post your winning score to show-off what you can do
- Challenge your mates to see if they can beat you.

Each game only takes 20 seconds to play and when you WIN either the weekly or grand prize you'll be laughing in more ways than one - [play Tackle Your Boss Pro](#) now.

You can also score a WIN for your career:

- **Sign up for Job Alerts** emails and never miss an opportunity
- **Post your resume online** at CareerOne.com.au and let employers find you
- **Review our Salary Survey** and check you're getting paid what you're worth.

Bring your boss crashing down, challenge your mates or get ahead in your career - whatever you do, have a laugh playing *Tackle Your Boss Pro* today.

PLAY TO WIN

Grand Prize
Nintendo Wii, 2 games, FOXTEL Sports Pack & more

Weekly Prizes
Each prize is worth over \$300!

Week 1
- Rebel Sports Footy Pack

Week 2
- Body scan and dietician check-up

Week 3
- Personal trainer (6 sessions)

Week 4
- Nike Running Pack

careerone
.com.au

5 Factors that determine the success of your contest

The prize

In the “Sales Promotion Offer” Study Guide we talked about the importance of the offer and how, the more powerful the offer is, the greater your responses will be. Well, the same goes with prizes in a contest. The more exciting and valuable the prize is, the more successful your contest will be (on the proviso that you publicise it, of course).

A manufacturer of a popular herbal appetite suppressant ran the great “Fatblaster Challenge” and challenged overweight people across Australia to lose weight and the prize on offer was a massive \$200,000. Because the prize was so massive, the media coverage that the contest generated was also massive and so was the interest from across Australia. This contest really put the company on the map and generated many millions of dollars in extra revenue for them.

Promotional efforts

With contests it most definitely ISN'T a case of “build it and they will come.” It is vital that you invest money promoting the contest. If you don't, you simply won't attract the numbers of participants that you're looking for.

If your contest is unique and your prizes are valuable, you may find that it's quite newsworthy and you could get local



CELEBRATING WOMEN WHO TAKE CARE

Meet the winners of last year's Garnier Take Care Campaign – three inspiring women who take care of others, themselves and the world around them.

TAKING CARE OF YOURSELF
MARIA MUDDOLL, MOTHER OF TWO
 Suffering severe health issues since the age of seven hasn't stopped Maria from embracing life. Maria was nominated by her husband Paul, his doctors and the daily effects of diabetes, multiple sclerosis and coeliac disease with amazing nerve and positivity.

TAKING CARE OF THE WORLD AROUND YOU
EMMA TAYLOR, CHILDREN'S CHARITY FOUNDER
 Giving up a lucrative media career for basic living conditions in a Nepalese orphanage, Emma hasn't regretted her decision for a minute. Throwing it all in to do something good for the world is a dream many harbour but few have the courage to follow. Emma is someone who took that step, and now 17 Nepalese orphans have her to thank for their schooling, health and safety. Emma's Sunrise Children's Association organises sponsorships in Australia and ensures donated money is used to directly improve the lives of orphans. Crossing her time between Melbourne and Nepal, Emma is still planning to make this world a better place. For more information about Sunrise Orphanage, visit: www.asai.org.au

TAKING CARE OF OTHERS
MILLY PARKER, DISABILITY SERVICES ADVOCATE
 Surviving a car crash inspired Milly to work to improve the quality of life for all seriously disabled Australians. A year in rehabilitation gave Milly time to think about what she could do to help others in a similar situation. Despite suffering permanent damage to her brain, and chronic daily pain, Milly has gone on to become a major advocate for disability services. She sits on various government committees and attended the Australia 2009 Summit, at the time saving thousands of dollars for various charities.

THE GARNIER Take Care AWARDS

Garnier and Marie Claire want to celebrate the people who make a real difference! Take part in the 2009 Garnier Take Care Campaign and share your Take Care story. Nominate yourself or someone you know and you could be in the running for some great prizes, including a luxury trip to an eco resort in the Daintree and \$10,000 to donate to charity.

NOMINATE FOR ONE OF THESE AWARD CATEGORIES

TAKING CARE OF YOURSELF
 Have you or someone you know triumphed against all odds to reach a goal or achieve something amazing for yourself? Whether it's finally finishing your education or setting up your own business, now is the time to be proud and shout it out loud!

TAKING CARE OF OTHERS
 Do you know someone who goes out of their way to look after others? It could be someone who is a tireless charity worker, has volunteered or campaigned locally or internationally for a cause they really believe in, or is simply a loving mother or great friend in a time of need.

TAKING CARE OF THE WORLD AROUND YOU
 The environment is everyone's responsibility, but do you know someone who is doing that little extra? From setting up an industry-based green initiative to being a wildlife rescuer or leading a community recycling project – nominate your own At Care now.

FREE Garnier Nutrisoft Orange Skin Routine valued at \$19.95 for every valid entry!

PRIZES INCLUDE:

- One finalist in each category and their nominator will receive a \$1000 Garnier prize pack.
- The three finalists and their nominators will be flown to Sydney to attend an exclusive lunch with Marie Claire publications editor-in-chief Frank, where the major winner will be announced.
- The winner will receive a seven-night holiday for two to Daintree Eco Lodge & Spa, Government, including flights to Cairns from their nearest capital city.
- The winner will also receive \$10,000 to donate to their chosen charity.

HOW TO ENTER:
 Visit www.marieclaire.com.au to enter your Take Care nominee. You need to include a recent photo of your nominee, as well as a detailed reason, in 200 words or less, why they should be recognised for making a positive change. For full terms and conditions, visit www.marieclaire.com.au/takecare. Competition closes May 5, 2009.

Finalists and their nominators will receive a \$1000 Garnier Take Care pack.

Take care. GARNIER

For full terms and conditions, visit www.marieclaire.com.au/takecare. Competition closes May 5, 2009. Daintree Eco Lodge & Spa is a luxury eco resort in the Daintree Rainforest, Cairns, QLD. The Daintree Rainforest is a World Heritage Site. The Daintree Rainforest is a World Heritage Site. The Daintree Rainforest is a World Heritage Site.

newspaper or even local or national television coverage. And – considering free publicity is worth its weight in gold, it makes sense to firstly run a contest that is newsworthy, and secondly – to approach media outlets with a media release at the very least (see “Public Relations” and “Write a Media Release” Study Guides).

Here are some promotional vehicles to consider:

- » Public relations
- » Print advertising
- » Direct mail or email to customers
- » Point-Of-Sale and Window signs
- » Website promotion
- » Online Pay-Per-Click advertising
- » Flyers in the local area

The uniqueness

The more unusual and exciting your contest is the more “newsworthy” it becomes. And the more newsworthy it becomes the more free publicity it will generate. And the more free publicity it will generate, the more customers you’ll attract (for free).

Also, the more unusual and exciting your contest is, the more word-of-mouth there will be out there in the community.

With all that, it makes sense to spend some time brainstorming unique ideas to add some buzz to your promotional efforts.



We talked earlier about the importance of featuring a valuable prize. This IS important but it isn't THE determining factor. You see, just because a prize is big doesn't mean it will stand out enough or be perceived by customers to be exciting. Some years you may find that the market is flooded with "win a car" offers ... so much so that the thought of winning a car isn't such a unique and exciting opportunity any more.

When consumers see similar promotions in multiple places they become anaesthetized to the value of the prize.

Instead, if you give the contest a twist ... like see how many people you can fit into a new "Mini" and the person who can fit the most in, wins the car, THAT adds more interest, doesn't it. There also might be an opportunity to get Guinness Book of World Records involved as well.

The fun factor

The more fun the contest, the greater the viral appeal (See Viral Marketing Study Guide). People love to laugh and poke fun at themselves and others. If you can create a contest that gets tongues wagging; you've got an instant publicity machine on your hands.

The follow-up

If the purpose of your contest is to build a database, it's naturally vitally important then, that you build that database eg. all the information gathered on those entry forms is entered into the database and that you put those potential customers onto a follow-up program where you build a relationship with them and ask them to purchase from your business. If, on the other hand, you don't do anything with those names, that contest has been a waste of time.

marie claire

WIN \$1000

BY VOTING IN THE 2009
PRIX DE MARIE CLAIRE AWARDS
SUPPORTED BY NESCAFÉ GOLD

If you have a lipstick that you simply can't live without, or a fashion label that you can't get enough of, then we want to know about it!

Simply by voting for your favourite designer, fashion or beauty brands, you could win \$1000 to spend on anything you like, from the latest gold accessories to a new handbag. Plus, by voting you'll also help your chosen brands to win a prestigious Prix de Marie Claire Readers' Choice award.

PLACE YOUR VOTES FOR THE READERS' CHOICE AWARDS IN THE FOLLOWING CATEGORIES:

FASHION

- Best Australian Designer
- Best Australian Fashion Brand
- Best Swimwear Brand
- Best Underwear Brand
- Best Australian Accessory Designer
- Best Watch Design

BEAUTY

- Best Fragrance
- Best Make-up Product (optique)
- Best Make-up Product (skin)
- Best Skincare Product (optique)
- Best Skincare Product (skin)
- Best Haircare/Styling Product (optique)
- Best Haircare/Styling Product (skin)
- Best Body Product (optique)
- Best Body Product (skin)

HOW TO ENTER

Simply visit www.marieclaire.com.au and click on the Prix de Marie Claire Readers' Choice voting promotion. Vote for your favourite in each category and then tell us in 28 words or less which product, brand or designer is your favourite, and why. Voting closes March 21, 2009.

2009 PRIX DE MARIE CLAIRE

NESCAFÉ GOLD
DISCOVER 100% ARABICA

NEW LASTING FINISH MINERALS
LIGHT AS AIR POWDER
FULL FOUNDATION COVER
95% SKIN-CONTRAST MINERALS
UP TO 12HR WEAR
LIVE THE LONDON LOOK

RIMMEL LONDON

Available from: **PRICELINE • ANIMAT • FIDELTY • MCM** SELECTED COLES SUPERMARKETS • SELECTED PHARMACIES NATIONALLY

D. Key points summarised

- » There are three types of contests and which is right for you
- » Create great ideas for contests to add excitement to your promotions
- » Launch the right type of contest based on your company's objectives, and get maximum media exposure

HELP SUPPORT BREAST CANCER AT THE MATER

A TIME TO SHINE

Total prize value
\$87,000

Mater Lotteries
chicks in pink

**WIN a Mazda MX-5
and a \$10,000
diamond!**

chicks in pink
the leading chicks lottery

Mater
Foundation

**SUPPORT
BREAST CANCER
AT THE MATER AND
SHINE!**

Help make a difference to breast cancer
patients at the Mater and you could
**WIN a Mazda MX-5
and a \$10,000 diamond!**

E. Action plan

What	Why	Who	When
Know your objectives for your contest	Get most value from contest based on your needs	You	
Decide on a type of contest that matches your objectives	Get most value from contest based on your needs	You	
Decide as to whether or not the contest is going to be part of a sales promotion or a standalone type event	Maximise excitement	You and your marketing people	
Decide on prizes	Maximise excitement	You and your people	
Determine what permits and/or restrictions are in place for conducting a contest of this nature	Protect yourself legally	You and your admin people	
Determine whether there are any additional public liability requirements	Protect yourself legally	You and your admin people	
Approach sponsors if appropriate	Keep costs to a minimum	You and your marketing people	
Complete a marketing budget which outlines marketing costs to publicise the contest	Know what your costs are upfront	You and your marketing people	
Complete the break even analysis to determine viability of the contest	Determine whether it's a profitable exercise to undertake	You	
Prepare logistics for contest	Ensure contest runs smoothly	You and your operations people	
Create marketing material and promote	Attract new customers	You and your marketing people	
Run the contest	Attract new customers and increase sales	All your people	
Enter customer details into database and follow up	Get most value from the leads generated	Your marketing people	
Evaluate the effectiveness of the promotion	Determine the marketing ROI so you can make a judgement whether to run the contest again in the future	You	
Ask your 10x Coach	Advice on maximizing the effectiveness of the contest	You and your 10x Coach	

