easypromos

EBOOK

THE ROLE OF CONTESTS

IN A MARKETING STRATEGY

CONTENT

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INTRODUCTION

What is a contest?

A contest is an **interactive marketing activity** designed to generate public interest and participation. It involves inviting people to take an action, such as answering questions, submitting photos or videos, or presenting a proposal, in exchange for the chance to win a prize. Unlike a sweepstakes, in a contest participants compete against each other, and winners are chosen based on their skill, creativity, or knowledge. The selection is usually made by a jury or an evaluation system, such as voting or scoring.

> ***A contest is not suitable for all audiences or all brands. However, many companies run contests regularly because they offer numerous benefits and help achieve goals that are difficult to reach through other types of actions.***

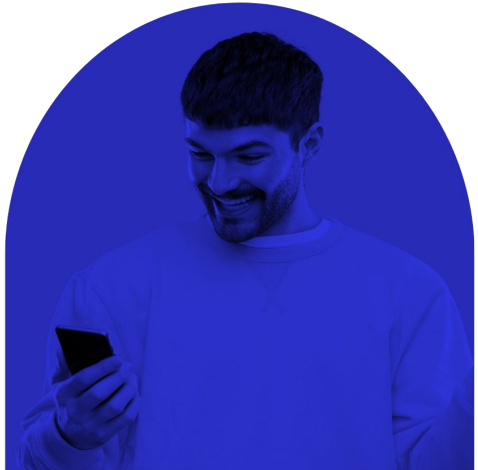
INTRODUCTION

Thinking about running a contest?

If you're considering launching a contest, it's important to fully understand its **characteristics and objectives**. Only then will you be able to determine whether it fits within your marketing strategy. There's one key point to keep in mind: a contest is not suitable for every audience or every brand.

It **requires more communication and management effort than other promotional activities**, such as a sweepstakes or a coupon campaign.

Even so, many companies choose to run contests regularly because they offer unique benefits and help achieve goals that other actions can't. We hope this ebook helps you make the best decision!

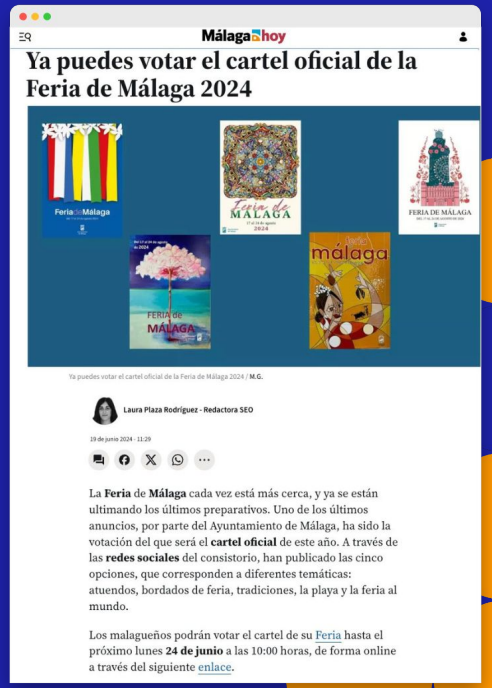


1.

GAIN NOTORIETY

Stand out and get noticed

Launching a contest is a **standout action** that captures attention amid the daily flood of advertising messages people receive. Unlike traditional ads, interactive advertising tends to generate greater attention and engagement. That's why **simply promoting the contest already helps the brand stand out and gain visibility.**
In addition, **contests create multiple visibility opportunities** throughout their duration, helping to maintain or even increase brand awareness. For example, **a contest can become a public relations initiative**: it can be announced in the media, include an event to award the winners, publicize the start of the voting process, and much more.



Málaga hoy

Ya puedes votar el cartel oficial de la Feria de Málaga 2024

Ya puedes votar el cartel oficial de la Feria de Málaga 2024 / M.G.

Laura Plaza Rodríguez - Redactora SEO

19 de junio 2024 - 11:29

La **Feria** de **Málaga** cada vez está más cerca, y ya se están ultimando los últimos preparativos. Uno de los últimos anuncios, por parte del Ayuntamiento de Málaga, ha sido la votación del que será el **cartel oficial** de este año. A través de las **redes sociales** del consistorio, han publicado las cinco opciones, que corresponden a diferentes temáticas: atuendos, bordados de feria, tradiciones, la playa y la feria al mundo.

Los malagueños podrán votar el cartel de su Feria hasta el próximo lunes **24 de junio** a las 10:00 horas, de forma online a través del siguiente enlace.

Brand awareness through voting

Voting is a powerful tool for amplifying the reach of a contest and strengthening brand awareness. It engages two types of audiences: the participants and the voters.

A great example is the **poster contest organized by the Málaga City Council**. The council gathered all submissions and selected five finalists through a jury. Then, it published the posters on a microsite, inviting the public to view them and vote for their favorite.

Thanks to this initiative, conversations about the fair began months in advance, boosting its visibility and building anticipation. Additionally, the action strengthened the bond between the City Council and the community through a more interactive and participatory experience.

The impact of widespread promotion

A good example is the **television program “*The Most Beautiful Village of Castilla-La Mancha*”, Spain**, which uses a voting contest to engage the audience. It is the viewers themselves who, through their votes, decide which villages advance in each phase until the final round. The winning village becomes the setting for the region’s New Year’s Eve countdown which is broadcast on television, thus strengthening the emotional connection between the show and its audience.

Viral growth through voting

Voting not only increases interaction but also **encourages participants to mobilize their networks** to gather votes.

This can lead to greater viral spread of the contest and, consequently, more visibility for the brand.

However, it is important to keep in mind that, since prizes are at stake, there may also be attempts to cheat or obtain votes unethically.

Keeping fraud under control

Many brands dismiss contests out of fear of having to manage potential fraud. However, with **a reliable voting platform and a robust anti-fraud system**, this risk should not be a barrier.

Castilla-La Mancha Media proves this: for years, it has been using Easypromos' online voting solution and, just in 2023, gathered more than 70,000 registered users who cast 100,600 votes and generated over 900,000 page views. When suspicious patterns appeared, **Easypromos provided fast analysis tools and applied the necessary corrective measures**. With such a solid and transparent anti-fraud system, the threat of cheating is minimized.

Visibility and recognition through voting

Voting-based awards and prizes are a highly effective strategy to gain visibility. A great example is the Oi! Audience Award, organized each year by the **Elisava School of Design.** In this initiative, final master's projects are presented on a dedicated voting microsite, with the goal of showcasing student talent and strengthening the school's reputation.
Additionally, this initiative helps promote the Elisava Professional Edition Awards, a public relations effort that aligns perfectly with the dynamics of public voting, as you'll see in the upcoming examples.

On the next page, you will see how the organization **Ecovalia hosts awards to highlights organic products.** One of the categories was opened to the public, and the winner was chosen by popular vote under the title "What is your favorite eco-design?"

asociacionecovalia • Follow
4ª edición
ECO DISEÑO
¡SORTEO!
VOTA TU ECODISEÑO FAVORITO
...y gana un lote de productos!
VOTACIÓN ABIERTA HASTA EL 20-12-2024
LINK IN BIO
ecovalia
41 likes
asociacionecovalia ❤️ Vota a tu ECODISEÑO favorito y entra en el #sorteo de un lote de productos ecológicos!
Estos 16 envases finalistas necesitan tu voto para conseguir ser MEJOR ENVASE SOSTENIBLE EcoDiseño 2024!!!
PARA PARTICIPAR 👉link en nuestra BIO! ⬆️
Podrás participar hasta el 20 de diciembre de 2024 a las 12:00h.
#packagedesign #packagingdesign #packaging #sostenible #EnvasesSostenibles

4ª edición
ECO DISEÑO
ecovalia
¿Cuál es tu ECODISEÑO favorito?
VER CLASIFICACIÓN
La biznaguera
LA BIZNAGUERA
JABONCITOS DE MEJORANA \Soap to go\
4 votos
VOTAR

The Popular Vote Award

Many events and award ceremonies include **at least one category with public voting**, which broadens their reach and encourages interaction with the organizing brand

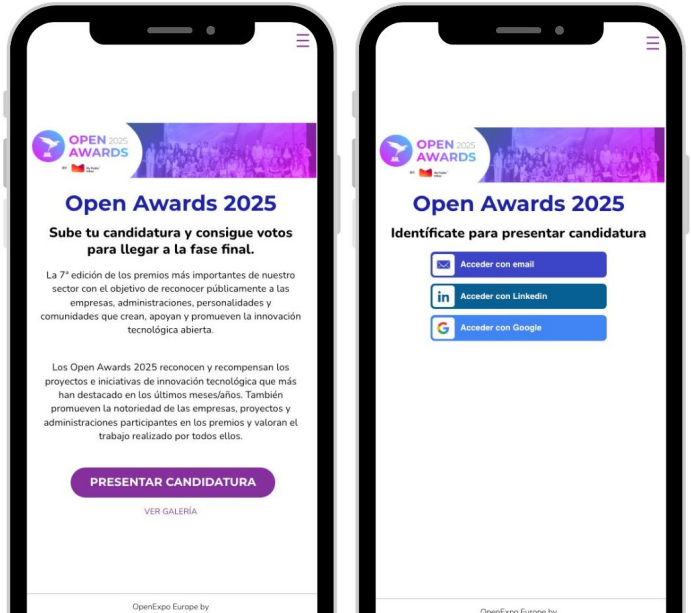
This is the case of the Open Awards, linked to the Open Expo fair in Madrid (Spain), whose winners are chosen entirely by public vote. Candidate registration and the voting system are managed through the Easypromos platform, in a process divided into two phases:

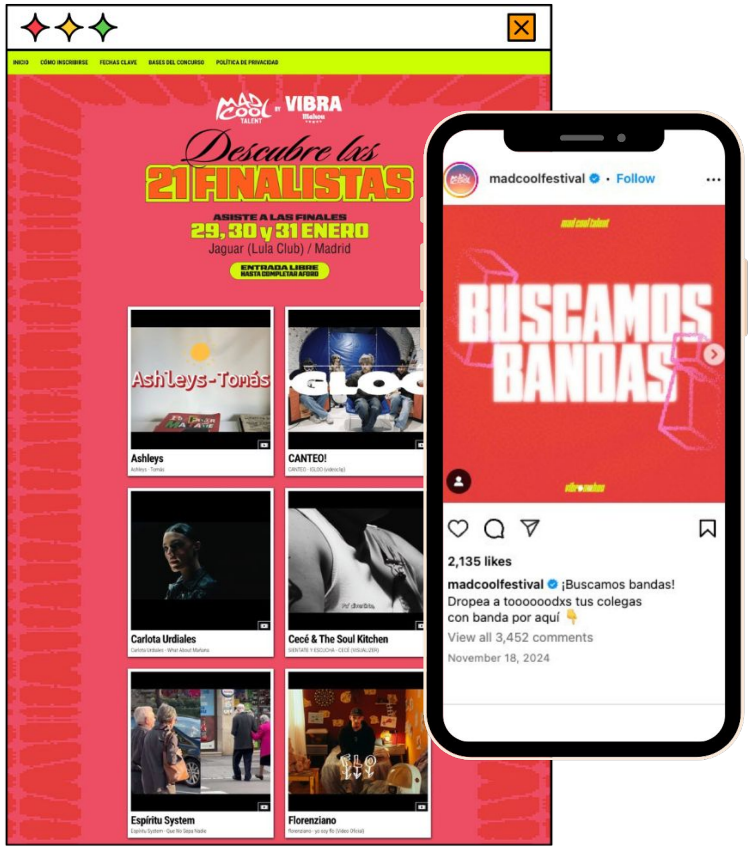
1.

Submission Phase.
Each candidate selects the categories they wish to enter and uploads content to complete their entry (photos, videos, text, or PDFs)

2.

Voting Phase.
This is the period when candidates share the awards microsite to gather votes for their submission and help spread the word about the contest.



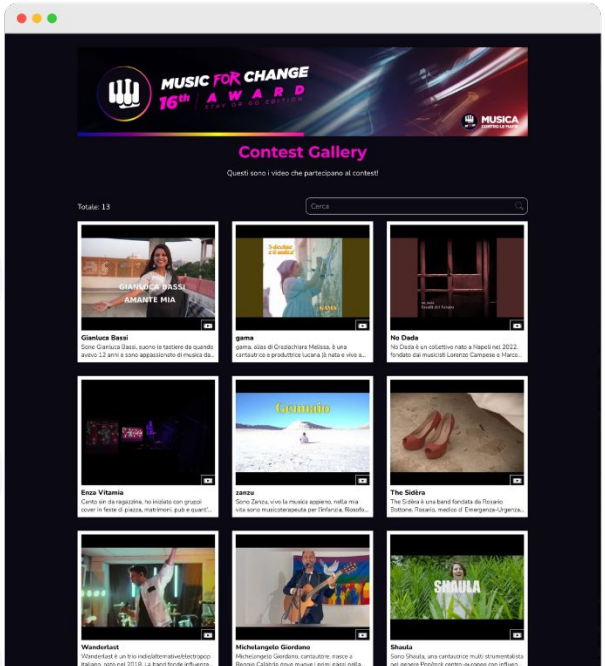


Music and Talent Contest

To conclude this section, we share two recent examples from the cultural sphere that aim to gain visibility.

On the left, the gallery of finalists from the Mad Cool Festival talent contest. This competition allows numerous bands to apply as opening acts, generating publicity for the festival months before it takes place. Each group submits their application with a video and helps promote the event by sharing it to gain votes and advance to the next round.

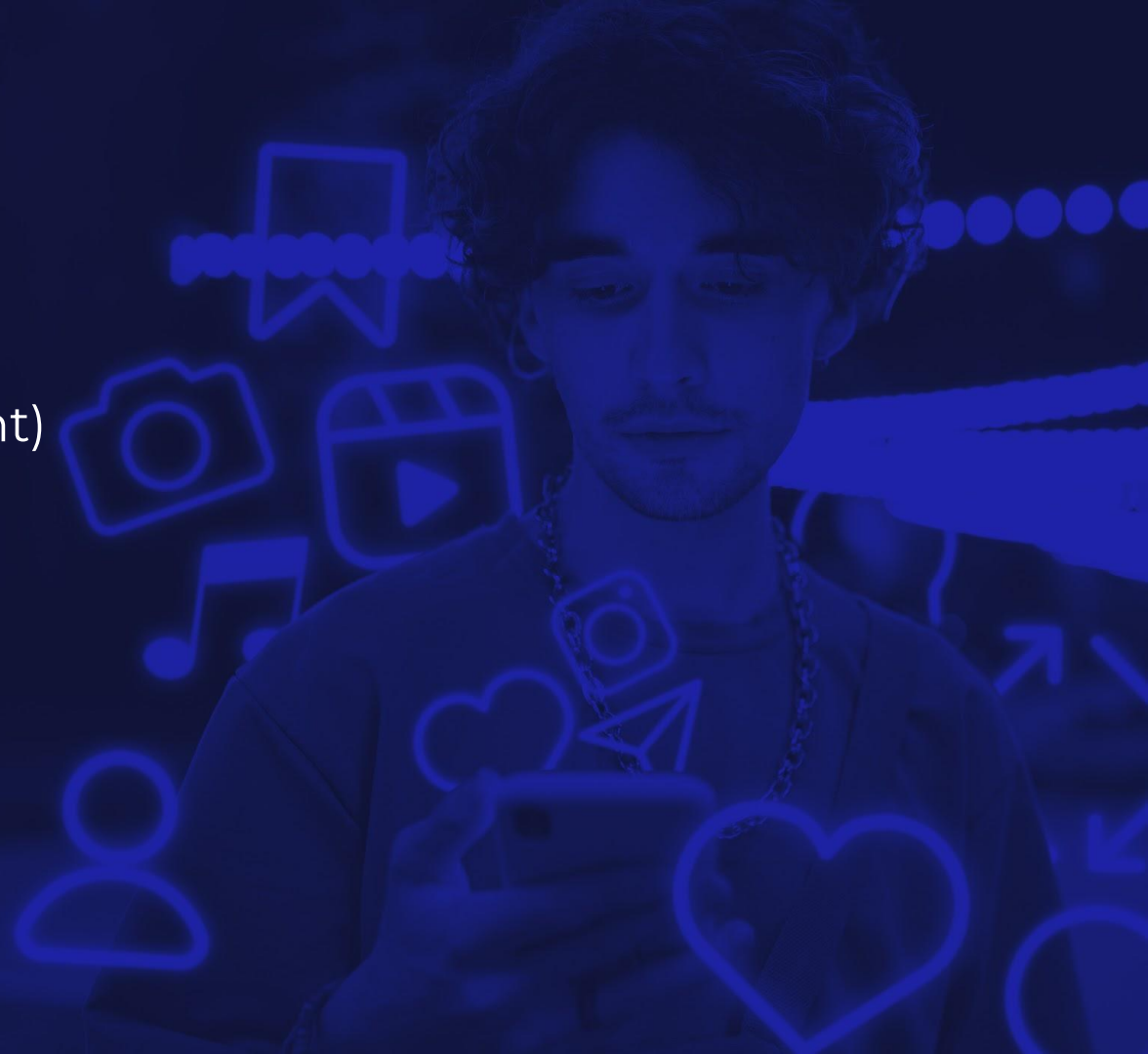
Another example of a talent contest is *Music for Change*, an initiative by the Music Against the Mafia Association in Italy. Each year, it organizes an online competition for musicians, songwriters, and bands to submit songs that address social issues. After a selection process, several finalists are chosen to complete for awards based on their message and artistic qualities. **Online voting helps increase the initiative's visibility and exposure**, and encourages public engagement through the voting process.



2.

OBTAIN UGC

(User-Generated Content)



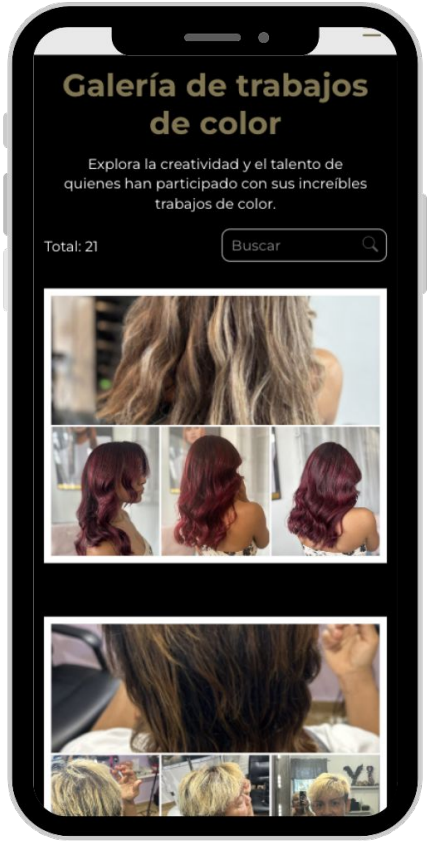
Leveraging Content Creation

One of the main goals of contests is to obtain user-generated content (UGC). Unlike a simple giveaway, a contest requires a higher level of participation and interaction: asking for a text, a photo, a video, a recipe, or solving a challenge involves additional effort from the user.

In the following examples, we analyze key aspects of organizing a contest aimed at generating UGC: how to motivate participation, request the appropriate permissions, and assess its value for the brand and its communication channels.

Highlighting Real-World Product Use

The first standout example is from the cosmetics brand Salerm, which annually organizes the *Hair Color Awards*, a competition where the professional clients of the brand share their best work. Participation is simple: they only need to **upload before-and-after images of their hair creations**. The platform allows the organizer to define how many photos or videos each participant can include, presenting them in visual albums that highlight talent and inspire creativity.



Ensuring the legal use of UGC

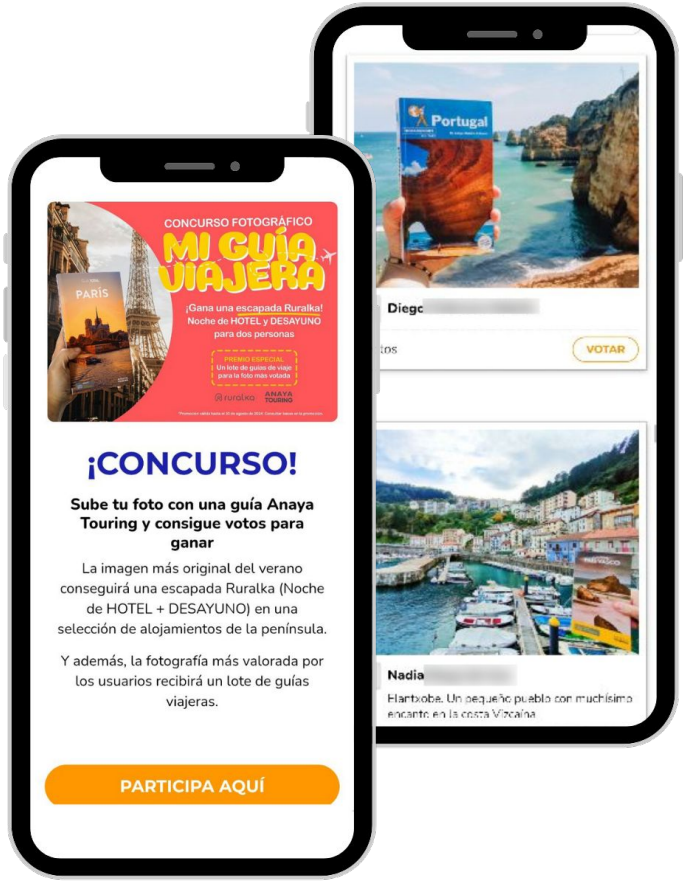
A key aspect is the **clear and transparent management of rights over the content generated by participants**. The contest microsite includes legal terms and consent checkboxes that outline the conditions and confirm the transfer of image and video rights to the organizer.

In the case of the *Hair Color Awards*, participants grant the brand, free of charge, the rights to reproduce, modify, adapt, and distribute the content for promotional and communication purposes.

Making the most of creative product images

The publishing house Anaya organized a photo contest to promote its travel guides inviting customers to upload pictures of the guides in various landscapes.
An internal jury awarded a getaway prize to the most original photo, while the most voted image also received a prize to encourage virality.

The contest Terms and Conditions stated that the winner **granted the brand the rights to use the image on its channels and social media for two years**, without compensation..



Gathering content to better present a service or initiative

When the product is a service, it can be more challenging for a brand or Association to highlight its benefits or features, and contests can be an excellent tool to achieve this. For example the professional association of Occupational Therapists of Castilla-La-Mancha in Spain organized a photo contest to increase visibility of the profession and encourage its member to share their work through images.

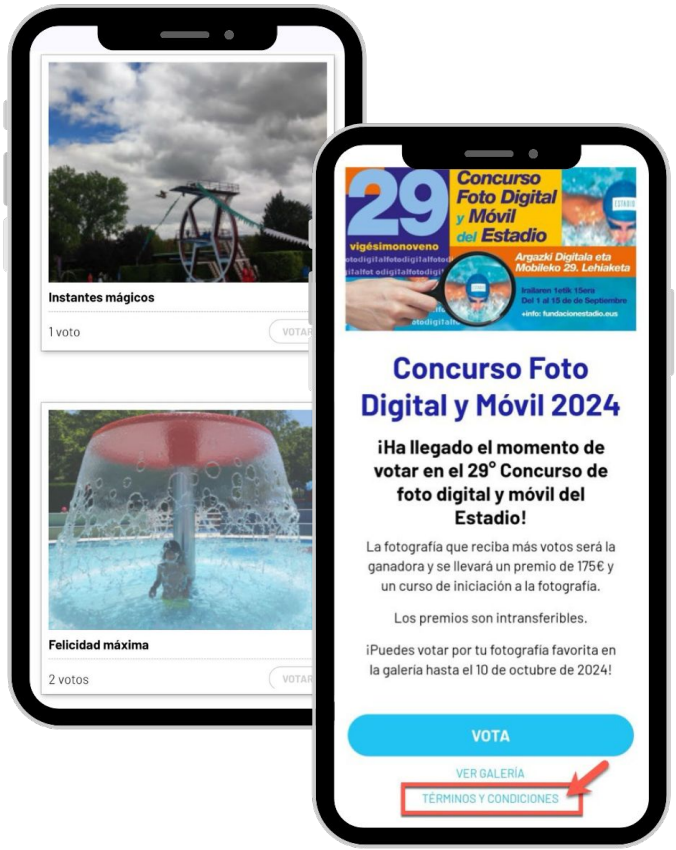
Additionally, this initiative helped **diversify the content on their digital channels and social media**. To boost participation, they offered a prize and encouraged contestants to gather votes to increase the contest's reach.

Promoting sport through a photo contest

The Estadio Vital Foundation, dedicated to fostering sports culture in Vitoria-Gasteiz. Spain, has been organizing a photo contest for 29 editions to promote its facilities and build community.

Although it was not the case in the first editions, the contest is now held entirely online, providing a simple experience for participants.

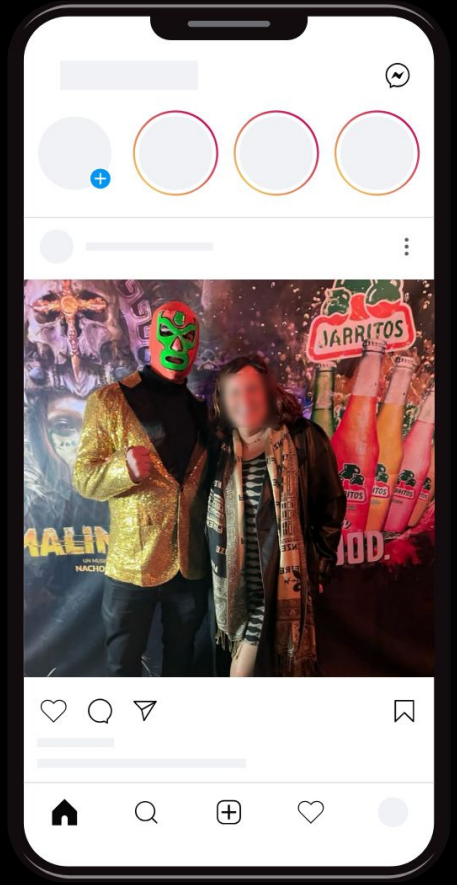
The **awarded images are used in official communications**, always crediting the author, and some of the **photos are exhibited in a show** organized by the foundation.

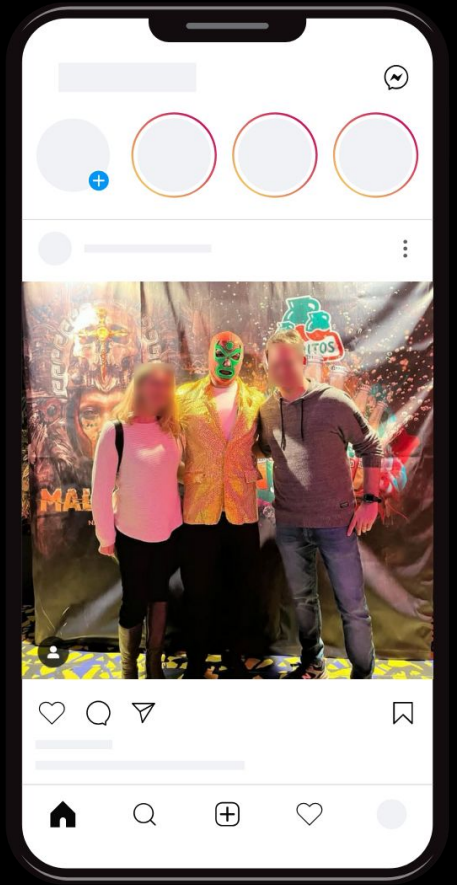


Getting customers to share the product on social media

Mexican soft drink brand Jarritos took advantage of the musical *Maliche* —a symbol of the union between Mexico and Spain— to launch a **promotion aimed at attendees and encourage brand visibility on Instagram**. To do so, they set up a photo booth at the musical venue where guests could take pictures with *el charro*, an iconic Jarritos character.

Those who shared their photo on Instagram using the campaign hashtag and mentioning the brand were entered into a draw for a trip to Mexico. This strategy is a strong example of **how brands can drive the creation and spread of user-generated content on social media**.


JARRITOS



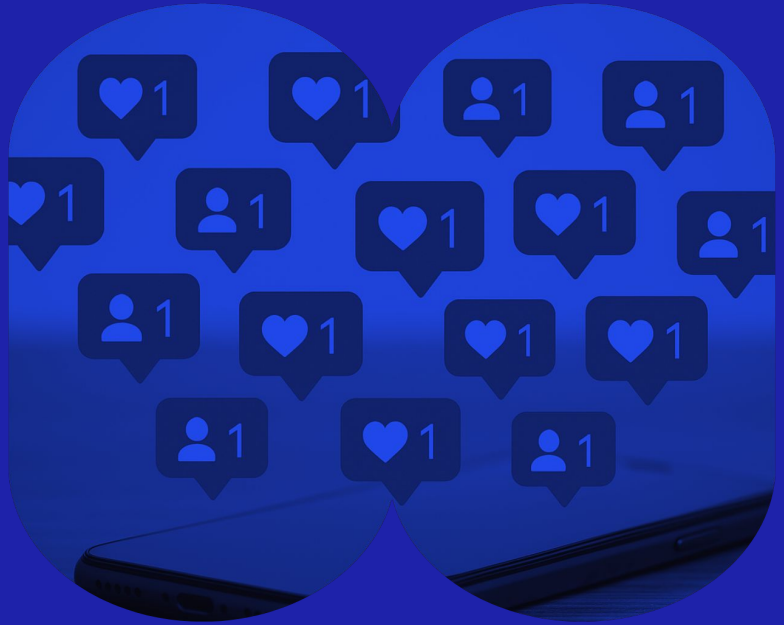
3.

TURN USERS INTO BRAND AMBASSADORS AND ENHANCE BRAND REPUTATION

The value of brand ambassadors

The Jarritos campaign discussed above also serves to turn consumers into brand ambassadors. In today's context, **audiences place greater trust in content generated by users and friends**, and are more skeptical of content coming directly from brands. For this reason, a significant portion of marketing efforts is focused on encouraging customers, users, and influencers to share their experiences with the brand.

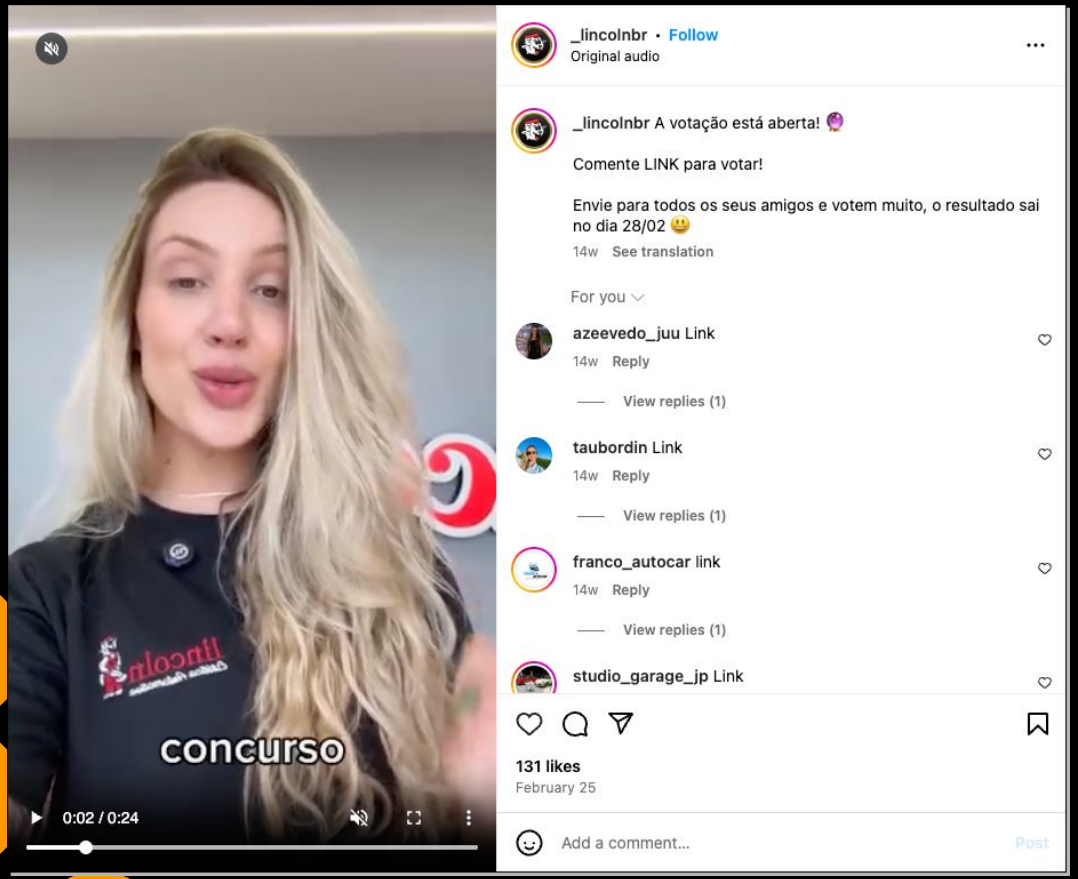
There are many ways to encourage customer reviews and opinions, and one of them is through contests in which the consumer becomes a brand advocate, showing how they use and enjoy the product. Let's look at some examples.



Customer videos showing how they use the product

The brand Lincoln, specializing in car and motorcycle care products, organized a **contest on Instagram Reels inviting customers to show how they use their product called Hof.** Participants had to have a public profile, use the hashtag @Hofunico (uniqueHof) and tag the brand.

The prizes included a polisher and a bundle of products for first place, and a pack of products for second place. After the video submission phase, a public voting round was opened, and the two videos with the most votes were declared winners.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Original audio
_lincolnbr A votação está aberta! 🔮
Comente LINK para votar!
Envie para todos os seus amigos e votem muito, o resultado sai no dia 28/02 😃
14w See translation
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azeevedo_juu Link
14w Reply
View replies (1)
taubordin Link
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franco_autocar link
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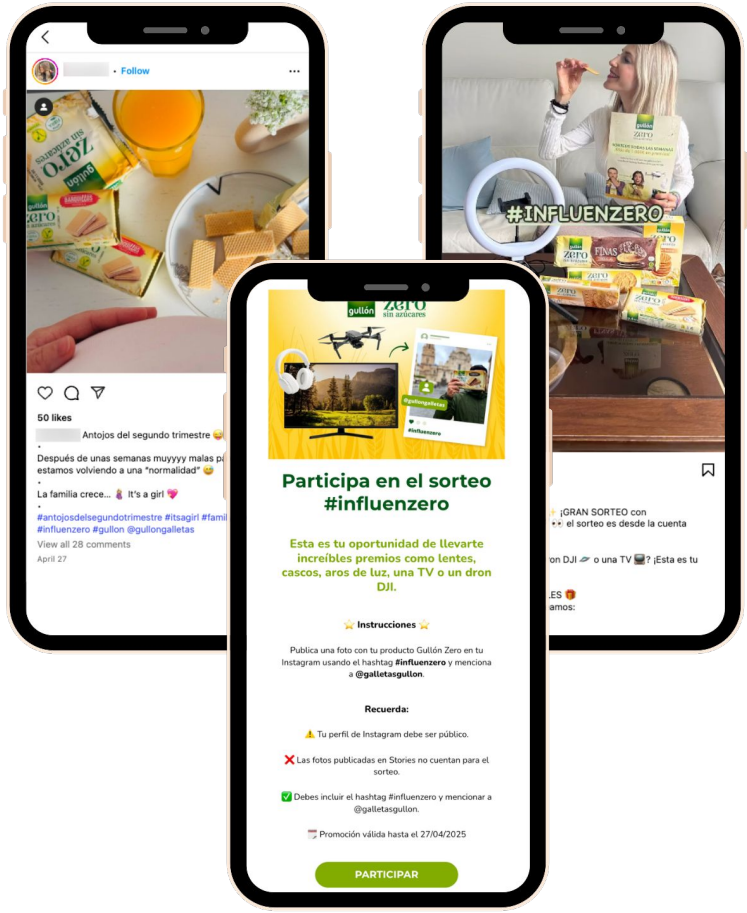
View replies (1)
studio_garage_jp Link
131 likes
February 25
Add a comment...
Post

1º LUGAR NO
CONCURSO HOF
0:22 / 0:54

Consumers testing and sharing about a new product

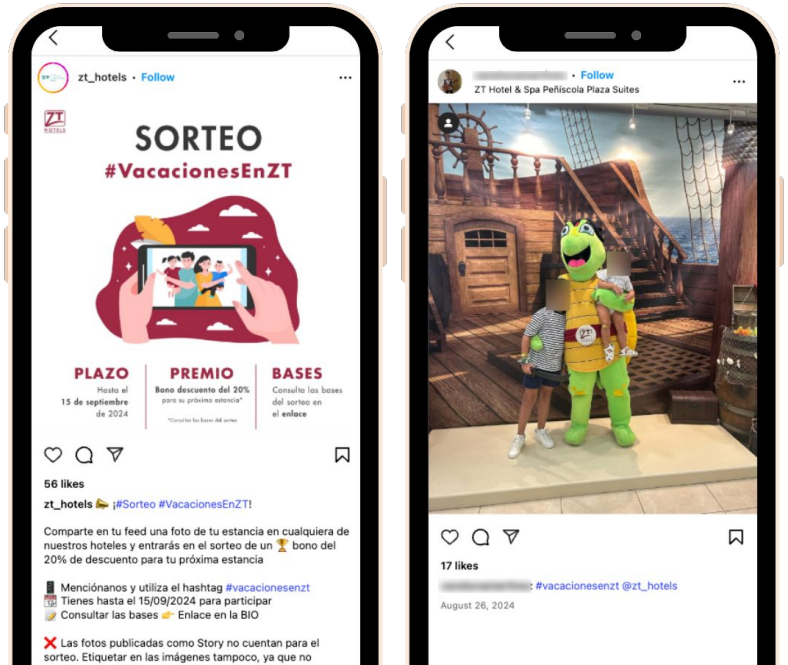
The cookie brand Gullón launched a **photo contest on Instagram** to promote its new gluten-free product line. The brand invited consumers to participate by uploading photos of the product using the hashtag #influenzero and mentioning the brand, thus **turning them into brand ambassadors**.

The campaign was also supported by influencers, who shared and explained the giveaway, receiving gift packs to help promote the prizes. To encourage participation, Gullón held weekly raffles for product packs and tech gadgets.



Recommendations: A key factor in the hospitality industry

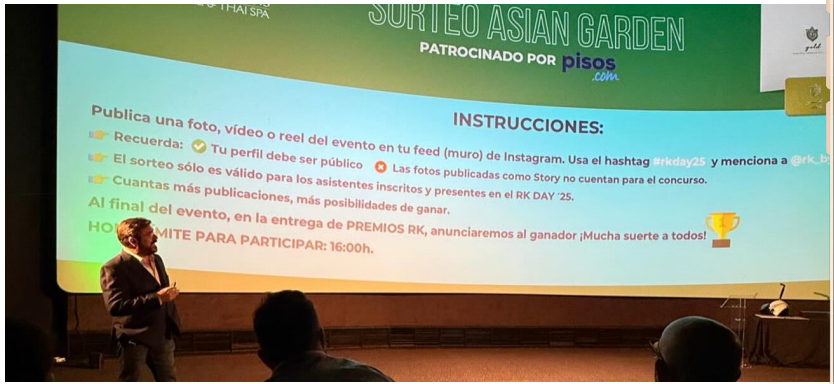
ZT Hotels boosted word-of-mouth recommendations of its facilities with a **photo contest during the summer season**. Guests were encouraged to post a photo of their stay on Instagram, using a hashtag and mentioning the brand. This client-to-client promotion helped spread authentic experiences, and a 20% discount was raffled among the participants.

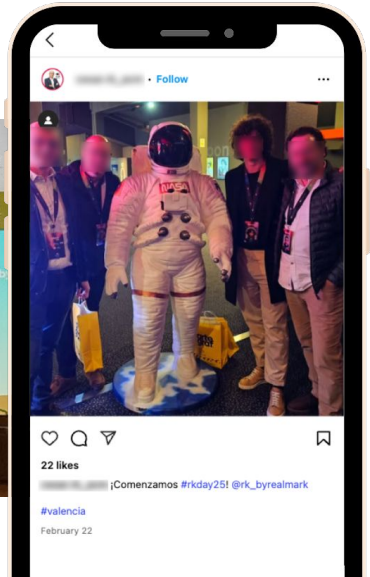


Attendees who help amplify the event

Each year, the real estate company RK Realmark organizes a conference for its associates. **During the event, they launched a giveaway for attendees who shared photos on Instagram**, encouraging visibility and wider promotion of the conference. By participating and posting images, attendees became brand ambassadors.

The prize, and Asian-style garden, was provided by one of the event's sponsors. The terms and conditions were explained from the stage at the beginning of the event to maximize participation and reach.

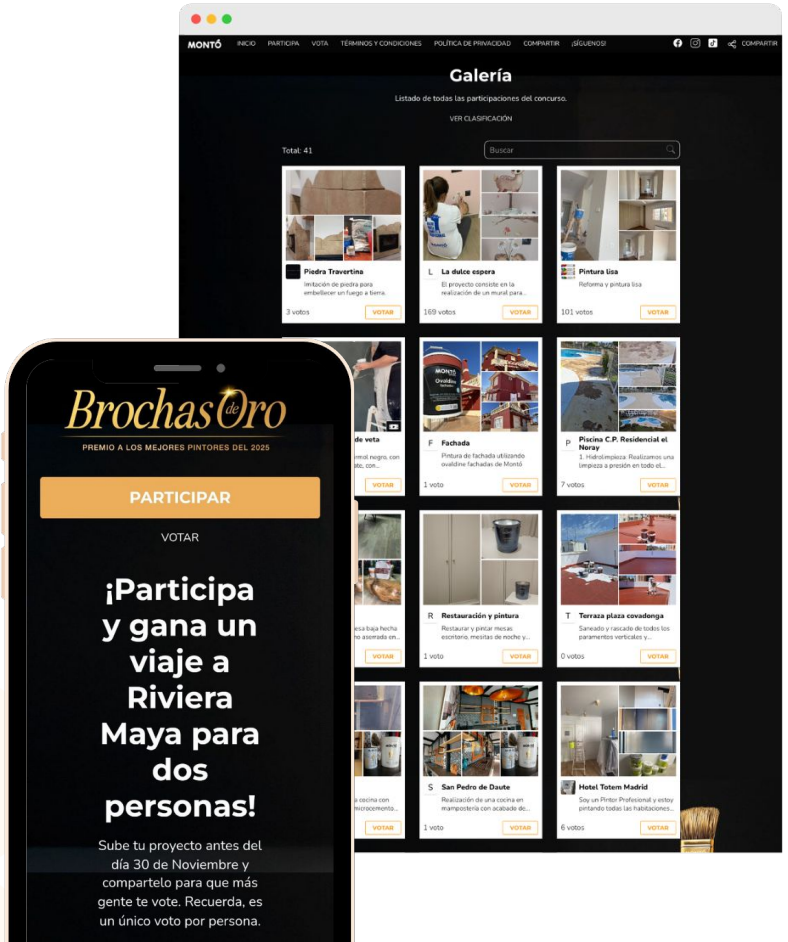




Customers share their creations for a chance to win a trip

Monto, a paint manufacturer, launched a **photo contest aimed at its customers**, offering a trip for two as the prize. To reach the final round, participants must gather as many votes as possible. In doing so, each participant becomes a brand ambassador, promoting their project to gain support.

The platform allows participants to upload multiple photos per entry, creating a complete gallery of albums that showcase each project in detail.



Become the face of the brand’s next project

Challenges and contests to become a brand’s image or ambassador are an effective strategy to engage brand lovers and enthusiasts.

In this vein, Brooklyn Fitboxing centers organized a contest to choose the customer who would become the face of their next project: Challenge 200. The prize? Becoming a brand ambassador and taking part in a one-day video shoot in Madrid, Spain.

Participants had to record a video performing a part of their workout to showcase their skills and upload it to the platform. Then, they shared their video to gather votes and move forward in the contest.

4. LEAD GENERATION

Getting new contacts for the database

Unlike sweepstakes, contests tend to have fewer participants due to the greater effort required. However, those who do take part are usually more active and engaged users.

In addition, all participants must complete a registration form, which helps enrich the database with new contacts for future email marketing campaigns.

Contests also generate additional registrations through voters. With Easypromos, each vote requires identification and registration, ensuring authenticity of the participant and turning voters into potential leads, although with a lower level of engagement.

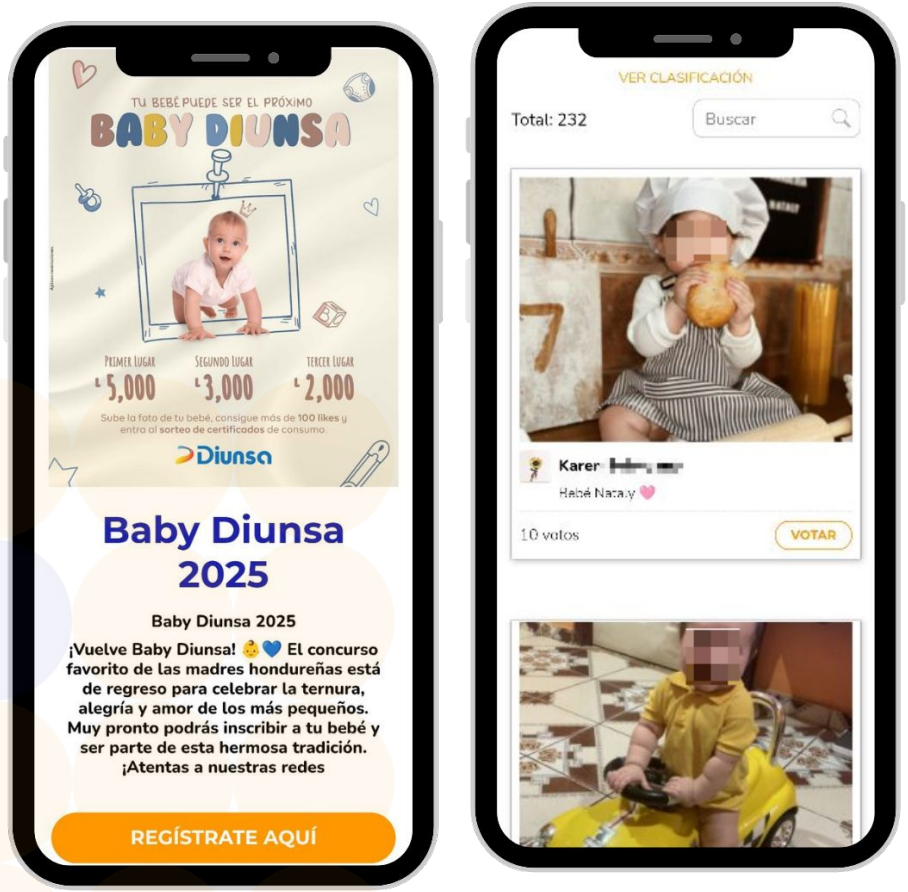
Let’s look at some examples related to this type of lead generation.

Baby and kids contests: A safe bet

The department store chain Diunsa, in Honduras, organizes the “Baby Diunsa” contest every year to **attract families with children** and promote its line of early childhood products.

Parents who upload a photo of their child and reach 100 votes enter a raffle for cash prizes, generating high participation, virality, and brand awareness.

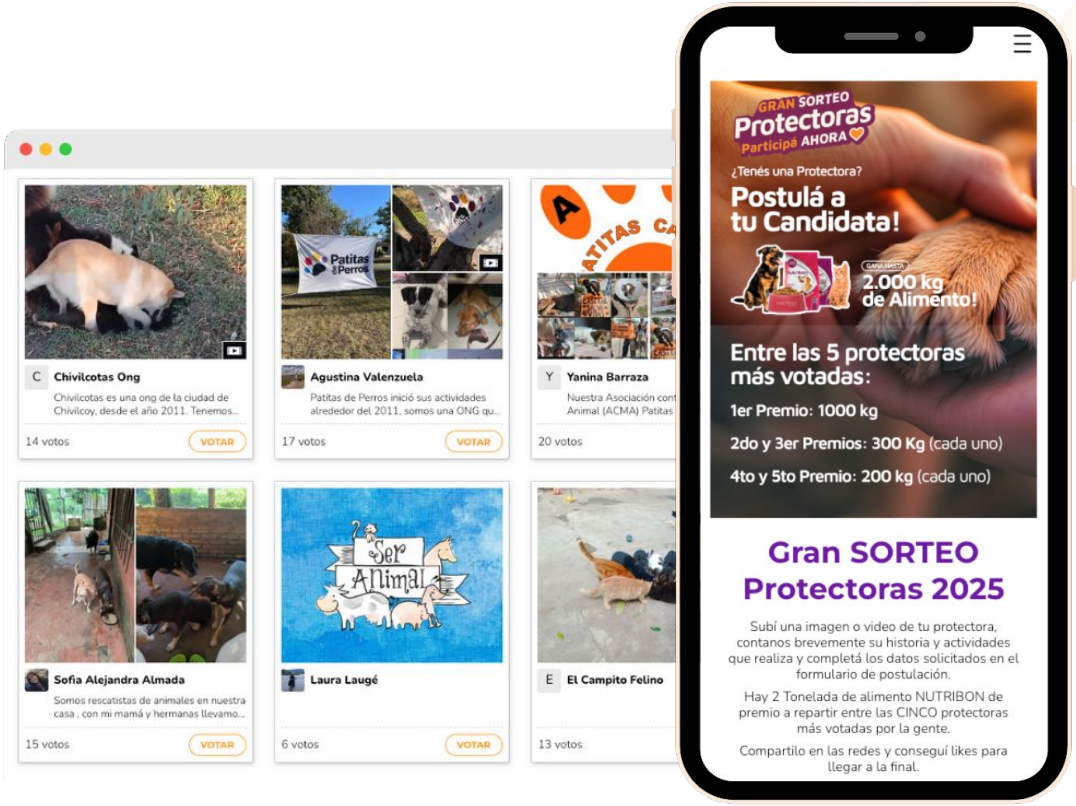
Additionally, this initiative allows **capturing contact information from both participants and voters**, enriching the database and strengthening the relationship with the target audience.



Another common interest: Pets

Animals are a frequent focal point and an excellent tool **to capture public attention and convert it into contacts**. In this case, the pet food brand Nutribon generated great visibility and empathy with its audience through a charity raffle: users voted for their favorite animal shelter or proposed a new one.

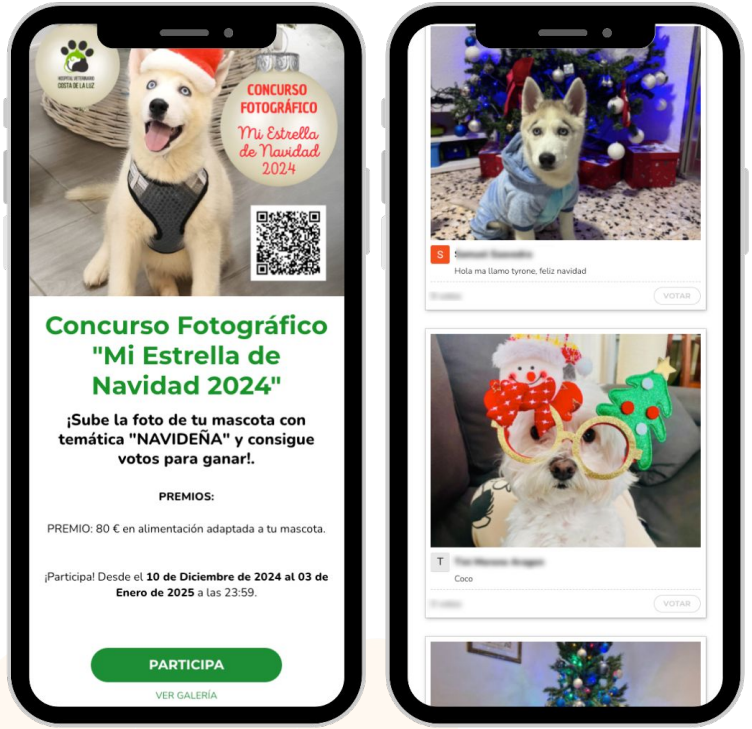
This initiative allowed the brand to **collect contact information from all participants**, animal lovers and **potential customer**s with pets at home.

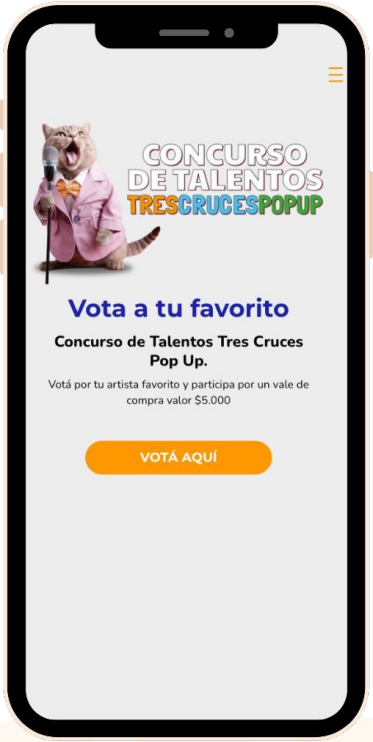


The importance of the theme

This contest, similar to the previous one, was an effective action to generate awareness and capture data from the target audience. A veterinary hospital organized it for Christmas, requesting photos of pets dressed in a Christmas-themed costume. Although **participation might be limited due to the specific requirement**, the voting mechanism creates significant viral potential.

Additionally, by requesting data from voters, not only are more people engaged, but new leads are generated to enrich the organization's own database.





Turning attendees into contacts

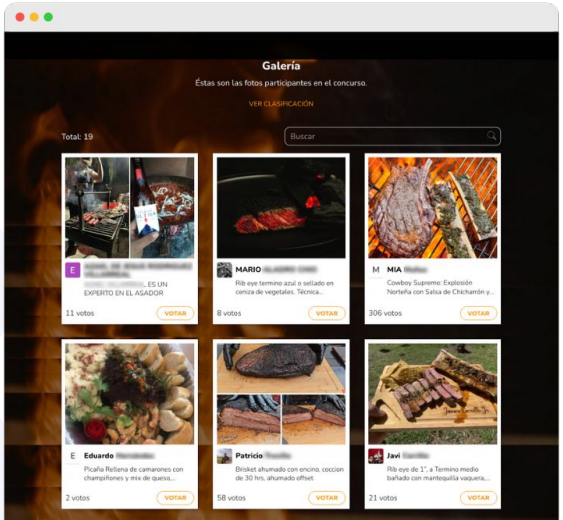
One of the main needs for shopping centers is to expand their database for email marketing campaigns. To achieve this, they **organize events and activities that energize** the space and attract an interested audience to free shows.

To **convert attendees into contacts**, initiatives like this talent contest with voting are promoted. After the performances, the audience could vote for their favorites by submitting their information when registering. As an incentive, a high-value shopping voucher was raffled.

Capturing contacts with a specific interest

The gastronomic and music event “Rey del Asador” or “King of the Grill” held at ExpoGuadalupe (Monterrey, Mexico), was promoted through a contest designed to collect contact information from interested people. The contest invited barbecue enthusiasts to apply as candidates for “King of the Grill” by uploading photos of their creations along with a brief description.

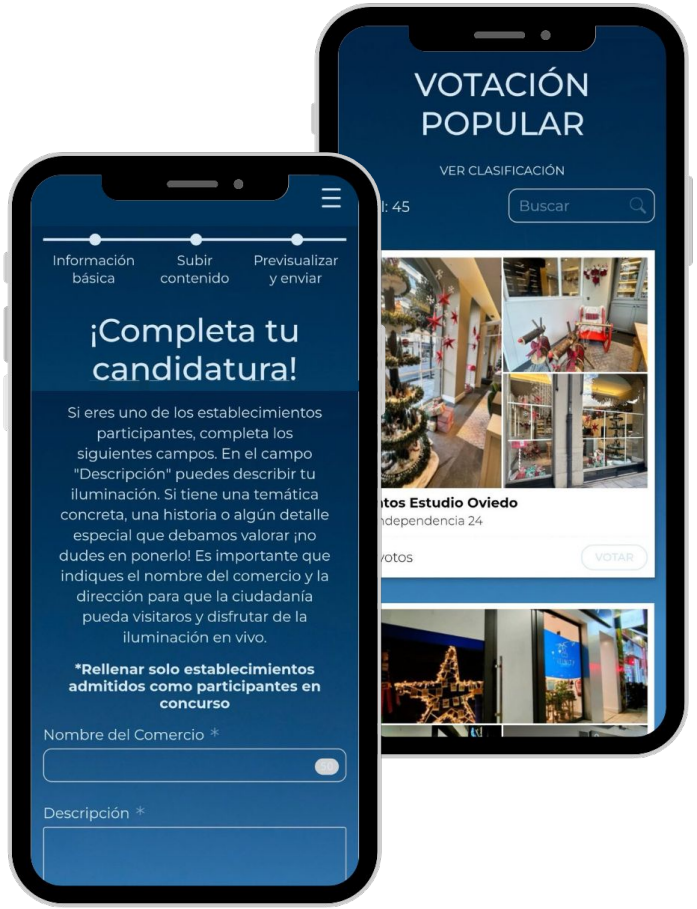
Participants had to gather votes to advance, and the top three vote-getters moved on to the grand finale, held live during the event.



Collect customer data from physical stores

For brick-and-mortar stores stores, an effective way to collect data from customers and target audiences is through popular voting contests, such as **choosing the best-decorated Christmas storefront**. These kinds of initiatives are common in shopping areas of towns and cities, like in this case in Oviedo, during the Christmas lights event.

First, the stores registered and uploaded photos of their storefronts. Then, customers and visitors could vote for the one they considered best decorated. This process allows the merchants' association or the commerce council to **gather contacts of people who frequent the shopping area**, enabling them to send promotions and information to encourage repeat visits.



5.

CO-CREATION AND COLLABORATION TO INCREASE BRAND BELONGING

Creating with the brand

This is probably the goal that goes most unnoticed in a contest, but it's important to keep in mind because it helps generate engagement and improve the relationship between the audience and the brand.

Often, co-creation initiatives require their own infrastructure and planning, but there are contests that allow you to take small actions with big results.

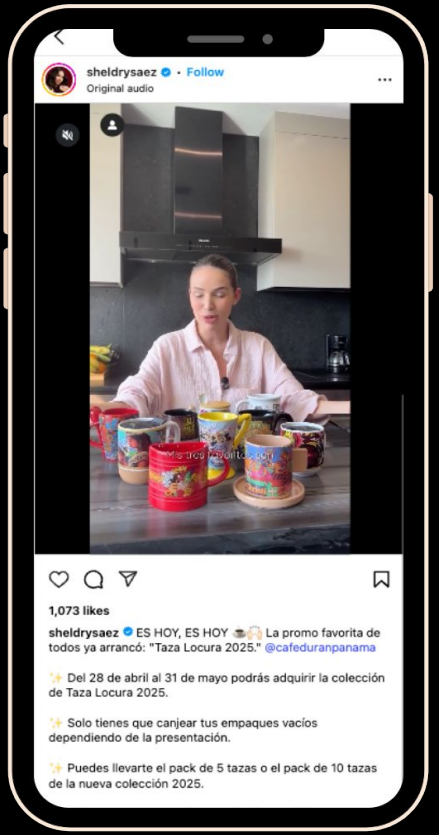
Let's get inspired by some real examples so you can explore this goal.

Designer mugs that increase engagement

Taza Locura (“Cup craziness”), by the Panamanian coffee brand Café Durán, is a successful case of **co-creation, collaboration, and engagement**. The brand organized a contest where local artists submitted designs for customized mugs. The 10 winners received a cash prize and saw their creations printed on mugs that were given away to customers based on their purchase amount.

The brand preselected the designs and opened a public vote to choose the finalists. Videos, photos, and social media content were shared about the process, the winners, and how to get the mugs, which were in high demand. **The contest drove a rich and participatory content strategy**, making the audience feel part of the project.

LLEGÓ
EL MOMENTO
DE VOTAR
TAZA LOCURA
2024 - 2025
SELECCIONA
TUS 10 DISEÑOS FAVORITOS
y sé parte de la creación de nuestra próxima colección.
Vota ya en www.tazalocura.com
del 29 de mayo al 4 de junio.
2,910 likes
cafeduranpanama ¡Es hora de celebrar la creatividad con Taza Locura 2025! Los 50 mejores dibujos han sido seleccionados con esmero y ahora te toca a ti decidir cuáles merecen ser los 10 ganadores. ¡Ingresa a www.tazalocura.com y vota por tu diseño preferido!
*Ten en cuenta que cada persona puede emitir un único voto y seleccionar los 10 diseños de su preferencia. El periodo de votación estará abierto desde el 29 de mayo hasta el 4 de junio del 2024. ** Todos los ganadores deberán presentar su obra original plasmada en papel, ya sea a lápiz o en pintura. Esto nos permitirá verificar su autenticidad y mostrarlo posteriormente en la gran exposición que realizaremos con los diseños de los 10 ganadores.

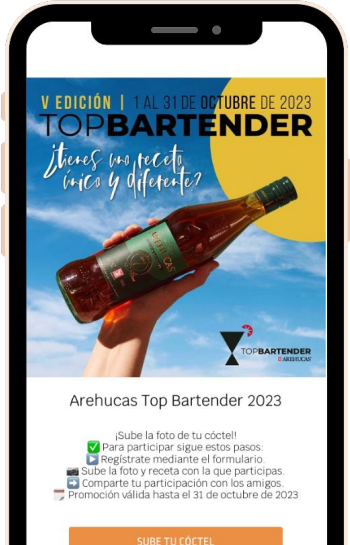

sheldrysaez · Follow
Original audio
1,073 likes
sheldrysaez ES HOY, ES HOY La promo favorita de todos ya arrancó: "Taza Locura 2025." @cafeduranpanama
Del 28 de abril al 31 de mayo podrás adquirir la colección de Taza Locura 2025.
Solo tienes que canjear tus empaques vacíos dependiendo de la presentación.
Puedes llevarte el pack de 5 tazas o el pack de 10 tazas de la nueva colección 2025.

cafeduranpanama · Follow
LLEGÓ
LA TAZA LOCURA
¡Del 28 de abril al 31 de mayo!
Compra tu Pack
10 tazas $21.50
5 tazas $10.75
COLECCIÓN 2025
www.tazalocura.com
6,446 likes
cafeduranpanama Las más esperadas ya están aquí
Podrás adquirir las tazas de la Taza Locura a partir del lunes 28 de abril
Compra tu pack:
10 tazas por $21.50 + ITBMS quedando neto en $23.00
5 tazas por $10.75 + ITBMS quedando neto en $11.50

Creating recipes with the product

Recipe contests that require using a brand's product are a popular way to co-create with the audience. Ron Arehucas aimed to connect with bartenders who use their rum to craft original cocktails, inviting them to share a photo of their creation along with the recipe.

A panel of judges selected six finalists, who enjoyed an exclusive experience at the Arehucas distilleries, including tastings of their flagship products. In addition, they received a cash prize and a gift pack of brand products.



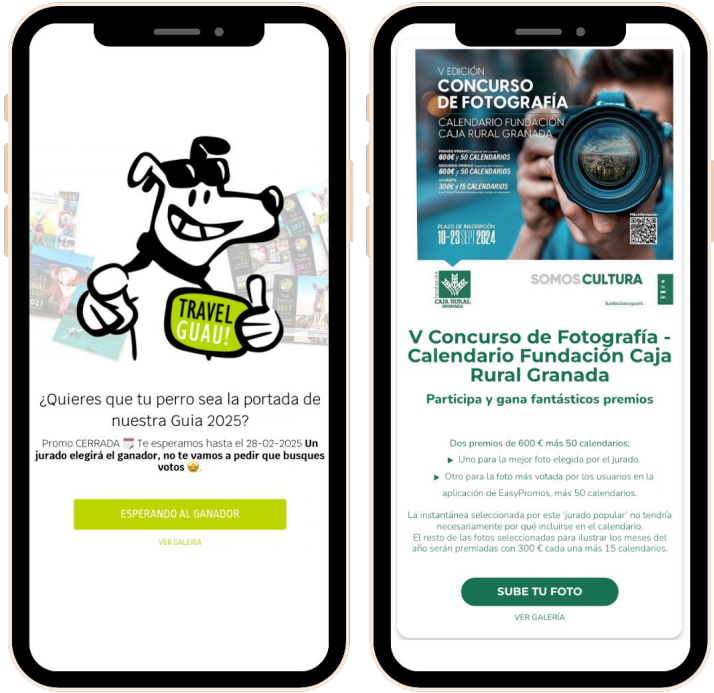
Calendars created with public participation

One of the most common and simple forms of co-creation for brands or organizations is **a photography contest to create a calendar**. Here are three examples:

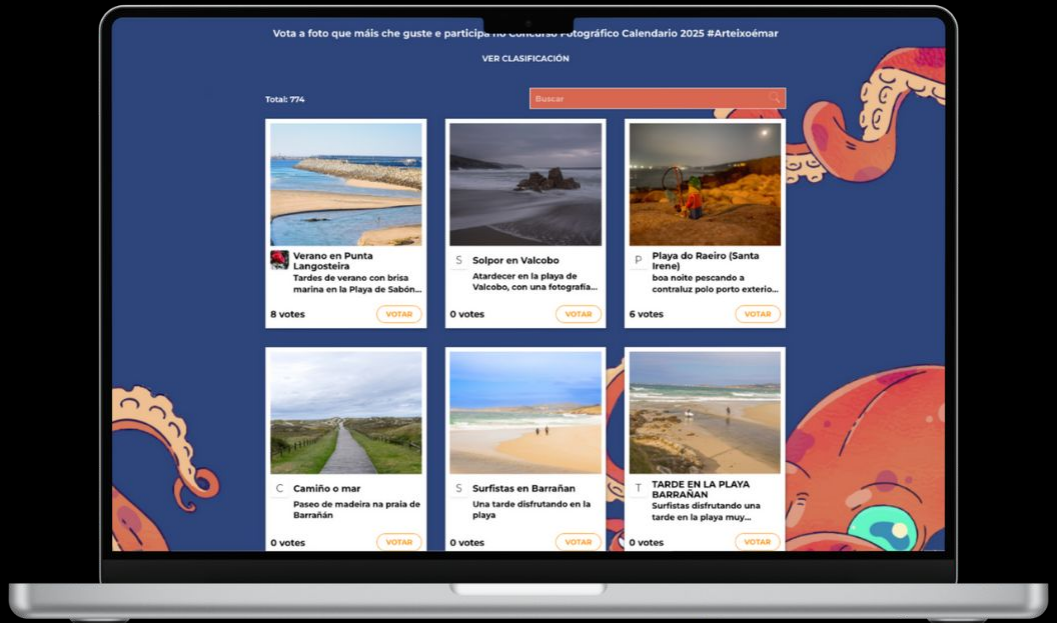
The Travelguau guide uses this initiative to gather data from potential customers and strengthen its community bond.

The banking institution Caja Rural Granada also incorporates this format into its interactive marketing strategy. Now in its 5th edition, it encourages participation with prizes and uses the selected photos for its annual calendar.

On the next page, you'll see how the Arteixo City Council organizes this type of photography contest, proposing a different theme for each edition, such as in this case: "Arteixo and the Sea."



CONCURSO FOTOGRÁFICO
CALENDARIO 2025
#Arteixoémar
Gaña un dos 12 premios de entre 100€ e 500€
Arteixo
Concurso Fotográfico Calendario 2025 #Arteixoémar
Gaña un dos 12 premios de entre 100€ e 500€
• Outorgaranse 12 premios para as 12 fotografías mellor valoradas que estarán suxeitos á preceptiva retención fiscal:
500 € para a foto que máis puntos obteña
300 € para a segunda
200 € para a terceira
100 € para as nove seguintes clasificadas
Promoción válida ata o venres 30/08/2024
SUBE A TÚA FOTO
VER GALERÍA

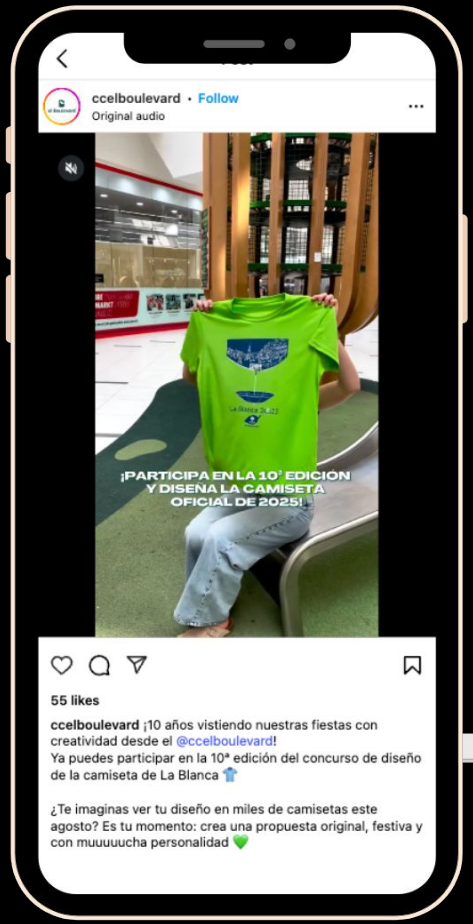

Vota a foto que máis che guste e participa no Concurso Fotográfico Calendario 2025 #Arteixoémar
VER CLASIFICACIÓN
Total: 774
Buscar
Verano en Punta Langosteira
Tardes de verano con brisa marina en la Playa de Sabón...
8 votes
VOTAR
Solpor en Valcobo
Atardecer en la playa de Valcobo, con una fotografía...
0 votes
VOTAR
Playa do Raeiro (Santa Irene)
boa noite pescando a contraluz polo porto exterio...
6 votes
VOTAR
Camiño o mar
Paseo de madeira na praia de Barrañán
0 votes
VOTAR
Surfistas en Barrañán
Una tarde disfrutando en la playa
0 votes
VOTAR
TARDE EN LA PLAYA BARRAÑAN
Surfistas disfrutando una tarde en la playa muy...
0 votes
VOTAR

The City festivities t-shirt design challenge

A unique and accessible example is that of the El Boulevard shopping center in Vitoria-Gasteiz, Spain, which has already held 10 editions of its **T-shirt design contest**, La Blanca. The goal is to engage its main audience and strengthen brand engagement.

The contest is launched to coincide with the La Blanca festivities, dedicated to the city's patron saint, taking advantage of the festive context to encourage the public to design the official event T-shirt.

The proposal must meet two requirements: use a maximum of two colors and obligatorily include lime green. The winner receives a cash prize redeemable at the shopping center's stores, in addition to the pride of seeing their design worn by hundreds of people during the local celebrations.

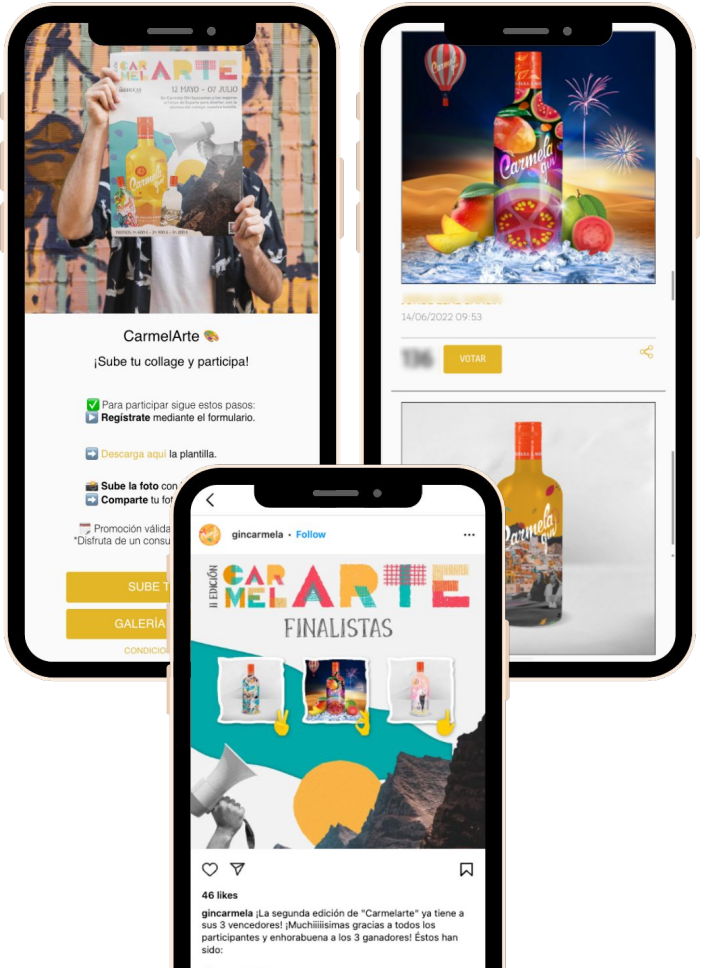

ccelboulevard • Follow
Original audio
¡PARTICIPA EN LA 10ª EDICION
Y DISEÑA LA CAMISETA
OFICIAL DE 2025!
55 likes
ccelboulevard ¡10 años vistiendo nuestras fiestas con creatividad desde el @ccelboulevard!
Ya puedes participar en la 10ª edición del concurso de diseño de la camiseta de La Blanca 👕
¿Te imaginas ver tu diseño en miles de camisetas este agosto? Es tu momento: crea una propuesta original, festiva y con muuuuucha personalidad 💚

el Boulevard
El Centro
Directorio
Actualidad
RSC
Contacto
Alquiler espacios y locales
Klub APP
¡X CONCURSO DE
DISEÑO DE CAMISETA
PARA LA BLANCA!
MÁS INFO

Ideas for product labeling

Design is a simple way to co-create with the public. The gin brand Carnela took advantage of this with its CarmelArte contest, launched on collage Day to design the bottle label using that technique.

After receiving submissions, the brand published them in a gallery for followers to vote on. The three most-voted designs were then reviewed by a jury, which selected the winner.



6.

Boosting Engagement and Growing Community

Building brand community

What are we aiming for with a contest? To capture attention and strengthen the bond with the community: followers, target audience, and both internal and external stakeholders.

We close this ebook with several examples that improve audience relationships, build community, and foster loyalty, a key value that keeps customers choosing the brand over any other competitor.

There are ideal moments to launch a contest and boost engagement: anniversaries, rebranding efforts, major milestones, or product launches. Let’s look at a few examples.

Connecting from the heart through stories

Sometimes, to promote a product, it's better to **capture attention through emotion**. The travel agency Halcón achieved this with a romantic story contest aimed at couples preparing for their wedding, offering a free honeymoon as the prize.

To participate, couples had to share their love story and explain why they deserved to win. The platform allowed them to create albums with texts, videos, and photos, which were then shared to gather votes.

This content not only attracts couples looking for honeymoon ideas but also builds community by offering all followers heartfelt and relatable stories.

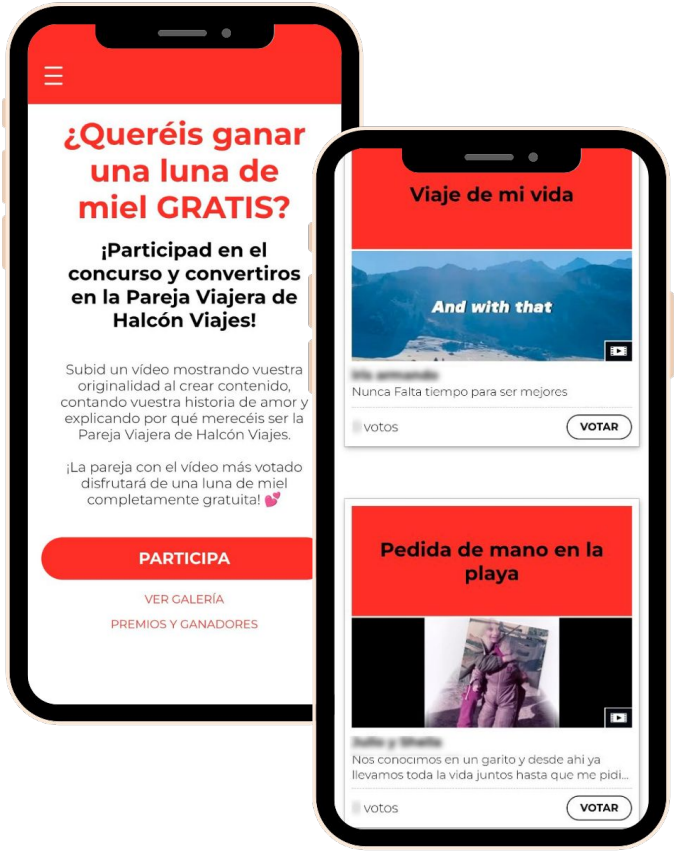
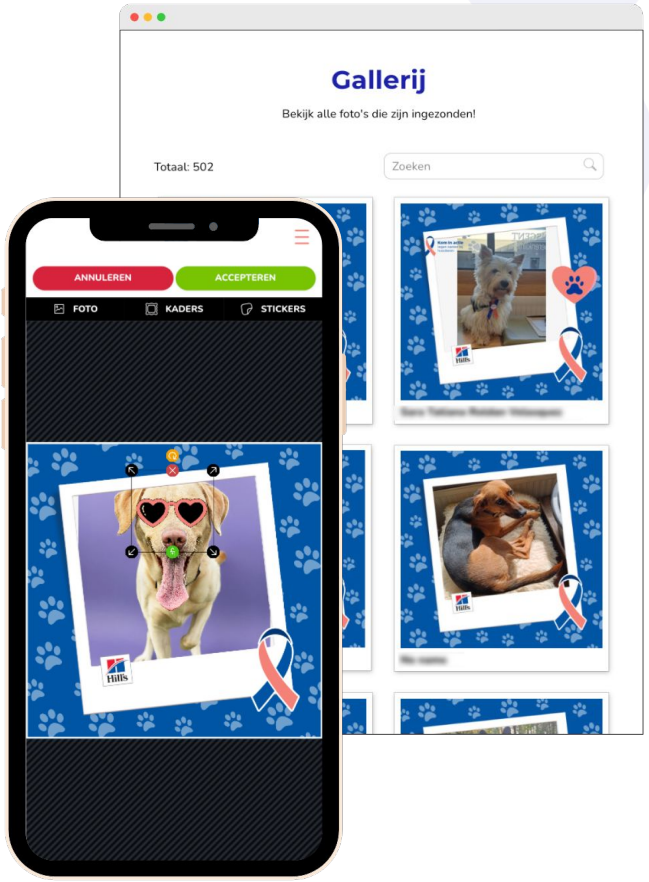


Photo editor that strengthen the connection with the brand

Hill's Pet Nutrition, a brand specializing in dog and cat food, organized a **photo contest to strengthen its community**. Participants could upload a photo of their pet and customize it with company frames and stickers, which increased brand awareness and engagement through an interactive activity.

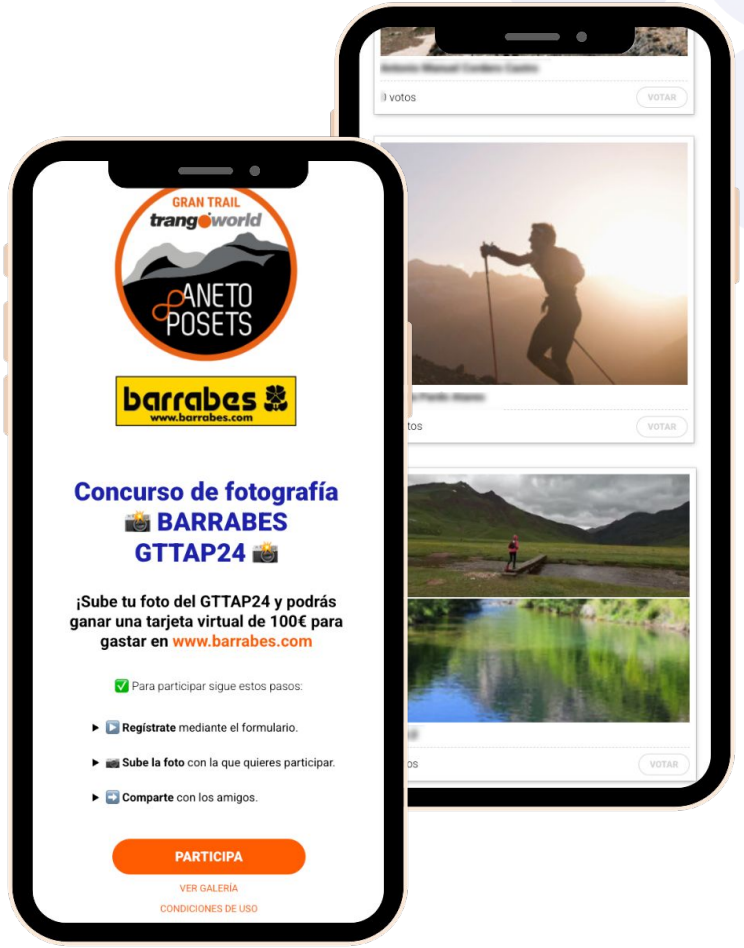
Additionally, **the initiative had a charitable focus**: for every customized photo uploaded to the gallery, Hill's donated 1 euro to a local foundation supporting animal welfare.



Building a niche community through a contest

Contests to **foster community and engagement within niche markets** are quite common. For example, the Gran Trail Trangoworld Aneto-Posets (GTTAP), one of Spain's premier trail running races, partnered with its sponsor Barrabes, a specialist in mountain gear, to organize a photo contest during the event.

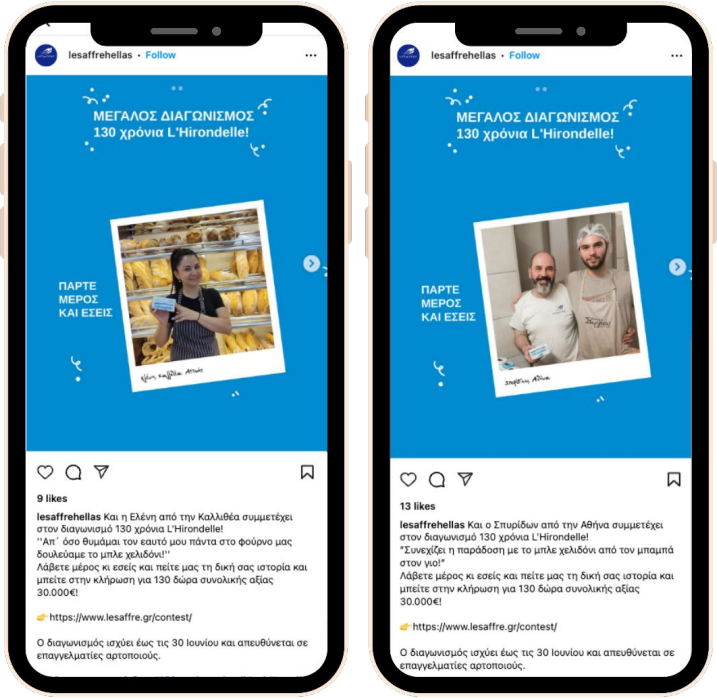
Exclusive and original images from the participants were collected, increasing user-generated content and interaction with the organizers. The prize was a gift card to spend at Barrabes, and the winner was chosen by a jury from the five photos with the most votes. To participate, contestants had to follow both brands on social media.



Celebrate the brand’s anniversary with loyal customers

The yeast brand L’hirondelle launched a contest for its customers, mostly bakers and pastry chefs in Greece. The goal is to celebrate the brand’s 130th anniversary with them and strengthen brand loyalty and community spirit. Among all participants, 130 tech and merchandise prizes are raffled, with a total value of 30,000 euros.

The brand takes advantage of the content created by the contestants and shares participants’ photos along with their comments about the brand on social media.



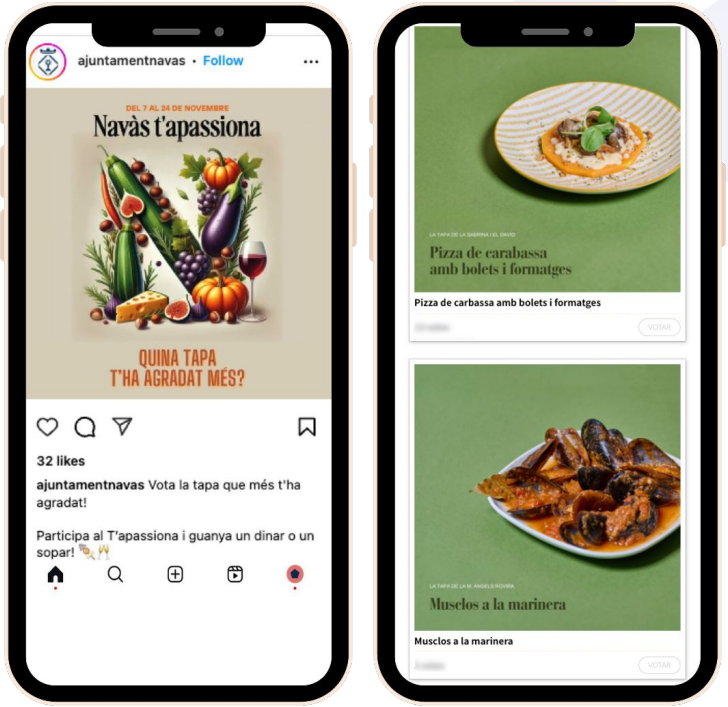
LESAFFRE
130 Χρόνια L' Hirondelle
Διαγωνισμός
130 l'hirondelle
ΧΡΟΝΙΑ
ΙΣΤΟΡΙΕΣ ΑΡΤΟΠΟΙΩΝ
Μαζί, as συνεχίσουμε να γράφουμε ιστορία
130 χρόνια L'hirondelle
χρόνια ιστορίες αρτοποιών
δώρα συνολικής αξίας 30.000€
Πείτε Μας Την Δική Σας Ιστορία
Δηλώστε συμμετοχή!
130 ΜΟΝΑΔΙΚΑ ΔΩΡΑ
Συνολικής αξίας 30.000€

1. Τραβήξτε μία φωτογραφία
Δική σας ή του αρτοποιείου σας μαζί με το τελικό προϊόν σας και με τη μαγιά L'Hirondelle.
2. Γράψτε μια ιστορία
για εσάς, την αρτοποιία και το L'Hirondelle, σε ένα σύντομο κείμενο έως 20 λέξεις.
3. ΛΑΒΕΤΕ ΜΕΡΟΣ!
συμπληρώστε τα στοιχεία σας και ανεβάστε τη φωτογραφία και το κείμενό σας!
4. Πατήστε ΥΠΟΒΟΛΗ
και... μπήκατε στην κλήρωση για 130 υπέροχα δώρα!
Δηλώστε συμμετοχή τώρα!
Όροι συμμετοχής διαγωνισμού*
Μαζί, as συνεχίσουμε να γράφουμε ιστορία!
LESAFFRE

Tapas contest to build loyalty among local customers

There are also contests designed to **connect offline experiences with an online platform**. A good example is tapas or dish contests held in various local establishments, where the experience takes place in person, but the voting is managed digitally.

In Navàs (Spain), for example, a tapas contest is held every year with the participation of various local restaurants and bars. To encourage voting and determine the public's favorite dish, a free meal at one of the participating establishments is raffled among voters.



Participatory budgeting to build community

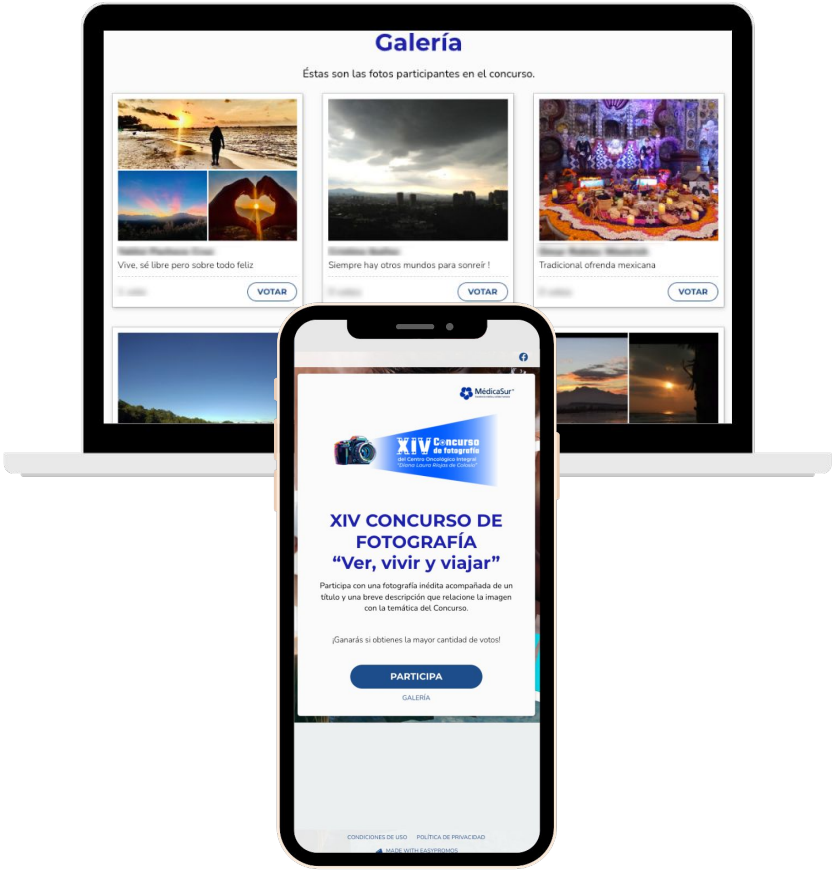
At the local level, **encouraging citizen participation increases engagement and strengthens the sense of community**. That's why the City Council of Soria (Spain) launched a participatory budgeting initiative, inviting residents to submit investment proposals for the city.

After reviewing the submitted ideas, 13 projects that were technically and financially viable were selected and showcased in a public gallery for voting.

The Easypromos platform made it possible to configure all fields for each proposal (PDFs, videos, descriptions, images, etc.), enabling private collection of submissions, premoderation, and public presentation of the projects for voting.

Creating community in the health sector

The oncology center at Médica Sur in Mexico has been organizing a photography contest for years to **foster a sense of community among patients, families, and healthcare professionals**. In the example on the right, the 14th contest's theme can be translated to "See, live and travel", aiming to depict it through human, positive, respectful, and hopeful photographs.

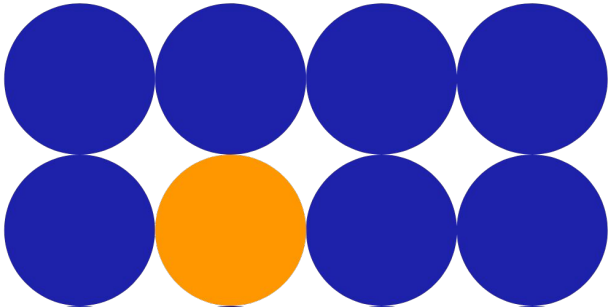


CONCLUSION

We often associate contests with the goal of generating UGC (User-Generated Content), but that's only one of their purposes. Competitions or contests also help us increase engagement and strengthen the connection with our audiences, both external and internal, while creating meaningful interaction with them. Now that we've shared so many ideas, we encourage you to include contests in your marketing plan, whether it's for an anniversary, a campaign, an awards program, or more.

With tools like Easypromos, managing your contest will be easy and transparent, and you can always rely on support from our dedicated team.

Request a customized demo



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The Role of Contests in Marketing Strategy

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