



# Learning Series UGC Contests

How To Engage Fans and Curate Content  
With UGC Photo & Video Contests

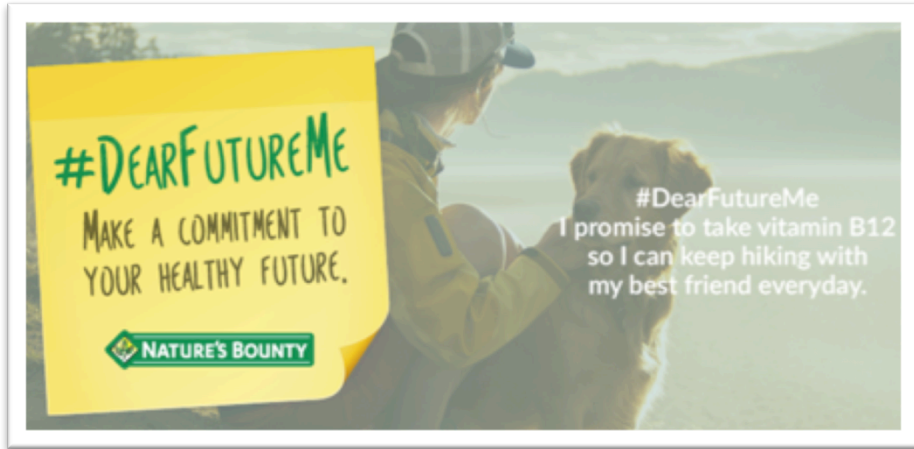
[www.votigo.com](http://www.votigo.com)

# The Objective



- I have a great customer base, but I'm looking for an interesting way to engage and activate them.

# The Solution



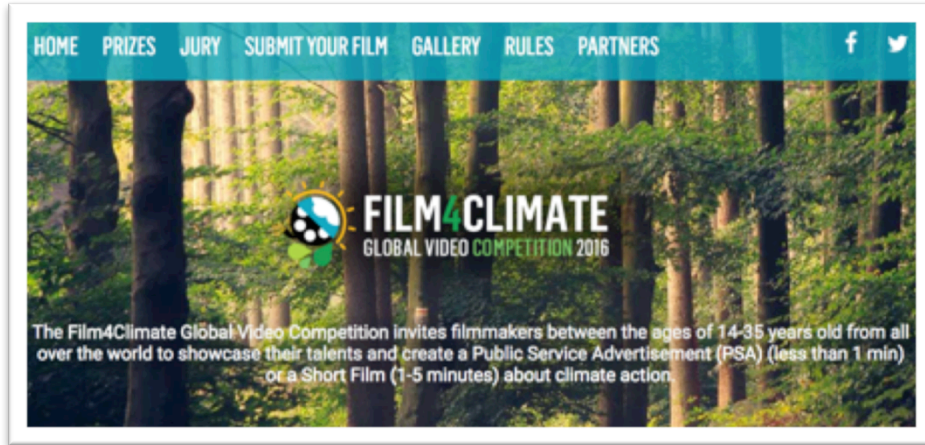
- When your campaign objective is to engage your customers and curate relevant brand content, *Votigo's UGC (User Generated Content) Contest applications* have everything you need to succeed.

# WHY They Work

- UGC contests allow your customers to participate in a meaningful 2-way conversation with your brand in a way that makes them feel like they are part of something “bigger”.



# HOW They Work



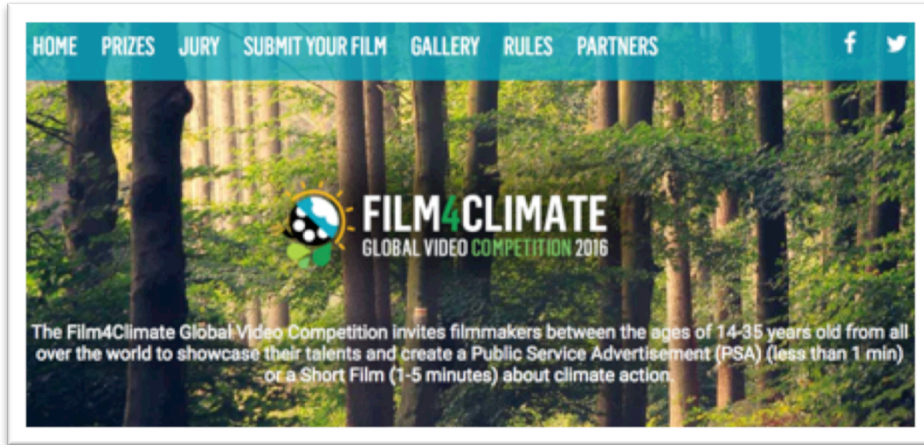
- Invite your consumers to submit a photo, video or essay that somehow tells a story about what your brand means to them.
- Votigo's contest applications allow you to moderate this content to ensure that all submissions are appropriate before they are published to a gallery for public view.

## Maximize Engagement by Allowing User Voting



- This encourages customers to stay engaged with the promotion even after they enter. People will be prompted to share their entry and invite votes, which creates a viral, word-of-mouth marketing effect for your brand.

# Things to Keep in Mind



- Allowing people to choose which entry format works best for them (photo, video or essay) will help keep your engagement levels high.
- Make sure that you clearly communicate your call-to-action so that people understand exactly what they need to provide in order to enter.
- Make sure that you have a compelling prize; one that makes it worth people's while to participate.
- Most importantly, make sure that you promote the sweepstakes on all of your normal communication channels (social media, email marketing etc....) to drive people to participate.

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# Case Study



# Client Objective



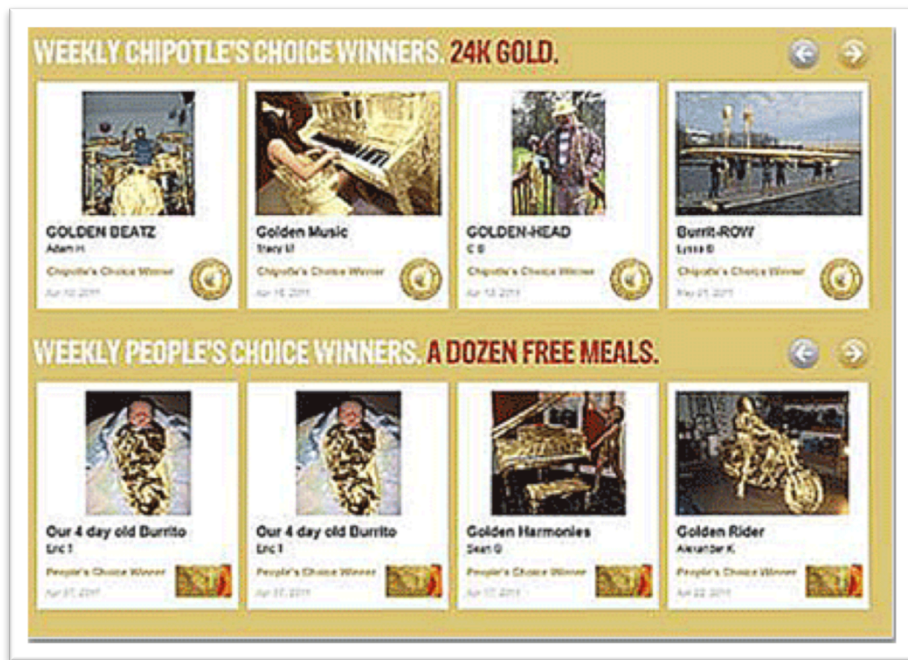
- Chipotle wanted to celebrate their anniversary with a photo contest solution that would engage their fans and reinforce their “Food With Integrity” message.
- It was mandatory that they incorporate gold foil into the creative, to mirror their point-of-sale initiative of wrapping all burritos in gold foil to signify their commitment to premium, high-quality ingredients.

## The Activation: “Wrap What You Love” Photo Contest



- Votigo created a custom photo contest microsite that allowed fans to easily upload entries. A “goldify” tool made it easy for fans to transform their ordinary silver foil photos into gold foil.
- Votigo expanded upon the contest experience with a gallery that exposed all entries as well as the weekly vote winner, helping to draw visitors to the contest site.

## Details & Results



- The Grand Prize was a whopping \$10k in cash! Additionally, each weekly winner received a 1.4-ounce 24-karat gold Chipotle coin. The first 1,000 registrants received free burrito cards, driving traffic in-store.
- The “Wrap What You Love” campaign welcomed 1.23 million unique visitors, 96,000 votes, and a staggering 1,349 photo submissions. A great success for the food-service brand!



# Why Choose Votigo?

- Your one-stop shop for Contests & Sweepstakes.  
Technology Partner with Professional Services
- 10 years of experience with world-class brands.
- Dedicated Team  
Account Manager, Project Manager, Client Success Manager
- Wide array of promotion solutions.
- Ultimate flexibility.  
Self-service or Full-service solutions
- Proven scalable platform to keep your customer data secure.



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# Ready to Learn More?

Contact us at [Votigo.com](http://Votigo.com) or 1-800-519-1850  
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