

growing playful brands

# SOCIAL CONTEST IDEAS FOR EDUCATION BRANDS & SUPPLIERS

**INSPIRING AUDIENCE ENGAGEMENT.**



	<b>Social Media Contest Idea:</b> <b>Storify Contest</b>	
	 <b>Type of Contest: Remix</b>	
 <b>Category: Book Publishing</b>		
 <b>Format: Web / Mobile / Fb</b>		

Note: This is a contest idea by ComicReply – available to be customized for your brand!

## Storify Contest – Visualize a Book & Share to Win!








### Invite your readers to visualize the theme of your book in a fun Storify Contest!

Book marketing can be a lot of fun when readers and potential readers play with the ideas of the book – in a contest setting. In this contest publishers invite fans to dress up a scene from the book.


#### How it works:

1. Select a theme for the contest, following the theme of the book
2. Create content assets that are related to the theme. If you don't have these you can use our thematic image and prop libraries. These are images that fans could remix later on.
3. Launch the contest – using the ComicReply platform you can set everything from A to Z. The contest can be available on the web, as a mobile app, or Facebook app.
4. Add the contest to your existing marketing – inviting fans to participate
5. Participants sign up / login and create scenes by layering contest assets + title
6. Entries are moderated and posted on the live public gallery for views and votes
7. The most-voted at the end of the contest wins a prize package.

Photo source:  
<https://pixabay.com/en/narrative-history-dream-tell-794978>  
<https://pixabay.com/en/baltic-sea-woman-tourism-holidays-862312>  
<https://pixabay.com/en/saying-book-motto-books-shelf-1081436>

<b>Creative Contest Idea:</b> <b>STORIFY CONTEST</b>		
		 <b>Visualize a story</b>  <b>Share for votes</b>  <b>Most-voted win prizes</b>
<small>© 2015 All Rights Reserved. ComicReply™ is a trademark of Giant Step Inc. ComicReply™ was made possible with the support of the Canada Media Fund.</small>		



	<b>Social Media Contest Idea:</b> <b>Fractal Contest</b>	
	 <b>Contest Type: Visual Effects</b>	
 <b>Category: Applies to Many</b>		
 <b>Format: Web / Mobile / Fb</b>		

## Looking for something different? How about a Fractal Contest? Invite your audience to easily make beautiful designs.

In this contest participants use a unique editor to easily create beautiful fractal images and share with friends for votes. The most-voted fractal design wins a prize.

Everyone has seen those amazing mathematical designs but most people have never created one themselves.

One of the benefits of using the ComicReply platform is that it is focused on creative contests – social media activities where people actually create new things. With that in mind we are always adding new types of simplified mobile / web editors that can be used in many ways to launch new types of contests.


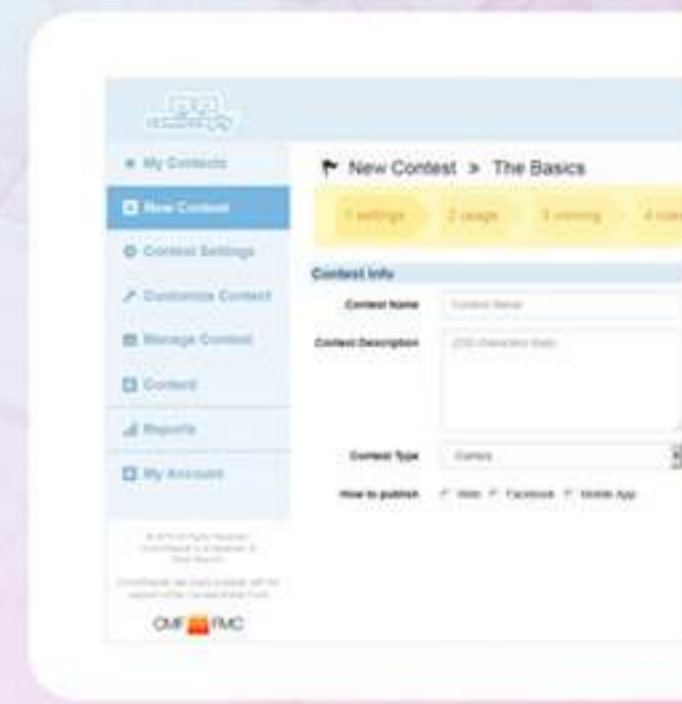





Participants can create a fractal design by playing with a few options, colors and starting shapes. Each fractal is unique and by adding other images, text and audio participants can create amazingly beautiful contest entries easily.

### A fractal contest can be a good fit for:

- \* Marketing a school, college or university
- \* Promoting a DJ night
- \* An ambient music album, film, or TV show with an atmospheric vibe
- \* It can be used for a Quote Contest – where participants compete on inventing or presenting other people’s quotes

**There are many situations where a Fractal Contest can be very useful. If you think this may be relevant for your brand, contact us for a free consultation.**

Photo source:  
<https://pixabay.com/en/rose-fractal-background-pink-284523>  
<https://pixabay.com/en/fractal-fractals-graphics-desktop-935089>

<b>Creative Contest Idea:</b> <b>FRACTAL CONTEST</b>		
		 <b>Make a fractal</b>  <b>Share for votes</b>  <b>Most-voted win prizes</b>
<small>© 2015 All Rights Reserved. ComicReply™ is a trademark of Giant Step Inc. ComicReply™ was made possible with the support of the Canada Media Fund.</small>		



	<b>Social Media Contest Idea: Drawing Contest</b>	
	<p> <b>Type of Contest: Drawing</b></p> <p> <b>Category: Art</b></p> <p> <b>Format: Web / Mobile / Fb</b></p>	

*Note: This is a contest idea by ComicReply – available to be customized for your brand!*

## Drawing Contests – Pure Imagination

### **Drawing Contests are a great way to promote almost any product, service or idea!**

Most of the time we deal with the constraints of the physical world so when people are invited to open their minds and draw up anything they think of, you get amazing results.

Inviting customers, employees, students or any other group to compete in a drawing contest can be a wonderful way to engage your audience and grow your business.

#### **How it works:**

1. Come up with a theme that is relevant for your organization (for example, a brand of kids hand sanitizer called Clean Freak Patrol ran a 'Draw A Germ' Contest inviting parents and kids to imagine what germs look like).
2. Prepare branded content assets for participants to play with – for example, the Germ Drawing Contest offered several watermarked backgrounds of line art showing ideas of what germs may look like. Participants could draw on top of one of the templates or on a clean sheet).
3. Using the ComicReply platform we can work with you to launch the contest on the web, as a mobile app and on your Facebook account as a Facebook app.
4. Participants sign up, login, draw and when ready, submit their drawing to the contest.
5. Drawings are moderated and then posted to a live public gallery for views and votes
6. Participants share their entries on social media to gain votes to win prizes.
7. A countdown clock is constantly moving and when the time is out you announce the winner and deliver prizes.







Social Media Contest Idea:  
**Sports Trivia Contest**

-  **Contest Type: Trivia**
-  **Category: Sports / Games**
-  **Format: Web / Mobile / Fb**



Sports Trivia Contest – Test Your Knowledge of the Game!

## Invite sports fans to test their knowledge of the game with a Sports Trivia Contest!

Are you in the sports business? Then this is for you. Whether you are marketing a major league team, little league team, sports media property or a sports bar, a Trivia Contest is the perfect way to capture the imagination of your audience.

Imagine inviting fans to participate in your own branded sports trivia mobile contest app (or mini-site). As the countdown drops participants answer a variety of multiple choice questions and the one who gets the most right moves on to the next level. After a few levels a winner is announced.

In a simple administration panel online, you set the questions and answers and can control every other aspect of the contest Each question can be accompanied by an image, animation, video, or sound clip.

For example, Umpires Media is a company focused on delivering sports rules explanations, starting with the rules of Baseball. Their Baseball Rules Explorer is a mobile/web platform that makes it easy for fans to search and browse the rules of the game and watch umpire-level video explanations of what the rule is in each case and why it is that way. A nice way to promote the Baseball Rules Explorer is to run a Baseball Trivia Contest (currently in progress).

Sports fans often argue about the rules of sports and so this is a good way to engage them in a meaningful social competition while promoting the brand.

### Interested in running a Trivia Contest?

Then contact us to learn how it can work for your brand. Every business is unique and we can help you find the best way to engage your audience with digital contests. Contact Gil Katz at [gil@comicreply.com](mailto:gil@comicreply.com)



**Creative Contest Idea:**  
**BASEBALL TRIVIA CONTEST**

Answer trivia questions  
Share for votes  
Most-right win prizes

ComicReply™  
growing playful brands

ComicReply.com

© 2015 All Rights Reserved. ComicReply™ is a trademark of Giant Step Inc. ComicReply™ was made possible with the support of the Canada Media Fund.



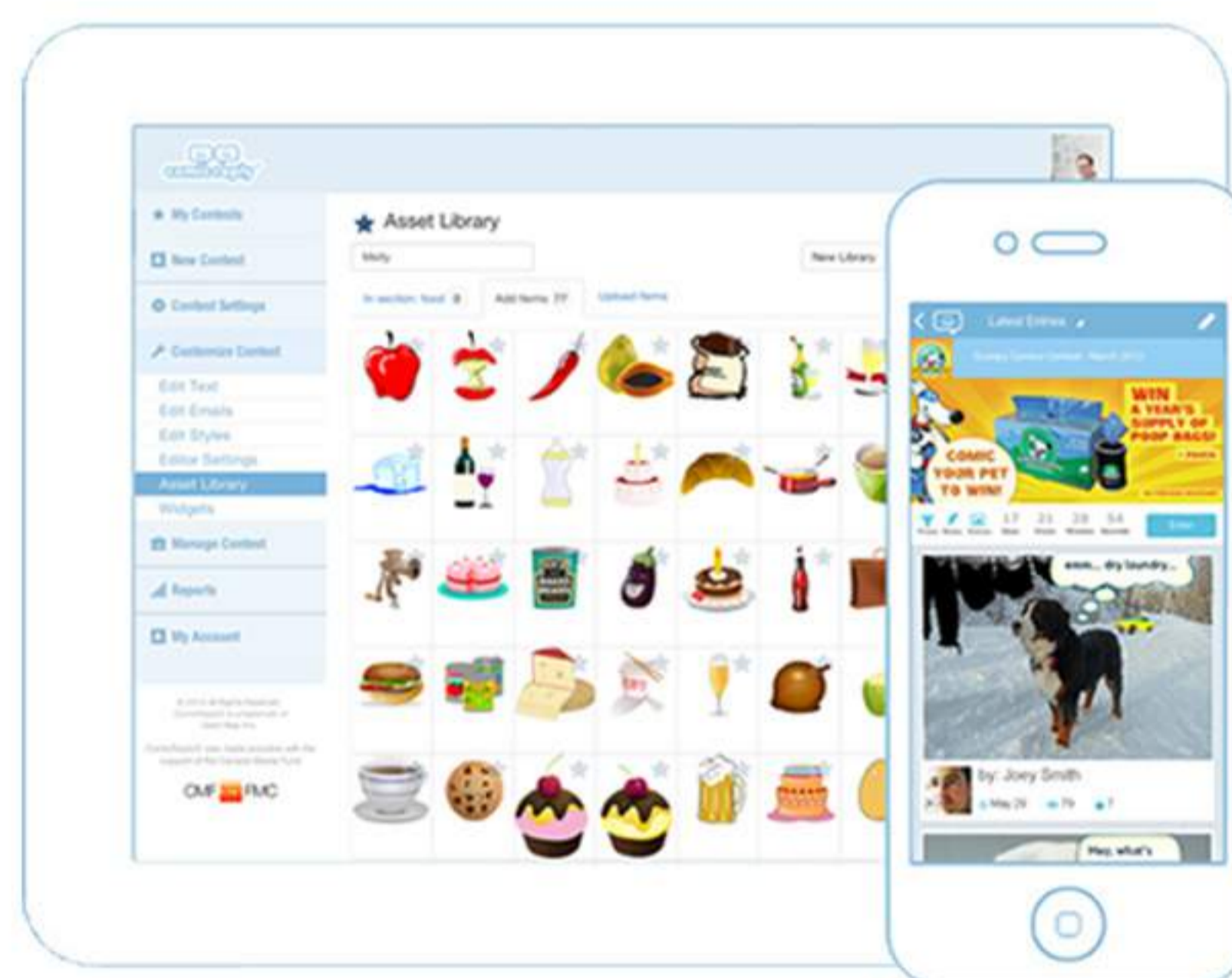
# ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

## COMICREPLY GROWS AUDIENCES THROUGH PLAY.

A new social marketing tactic is spreading worldwide: Creative Contests.

Brands invite fans to create objects, stories, or artwork by remixing branded elements with personal expressions, where participants with the most-voted entries win prizes.

ComicReply is a digital platform that helps marketers leverage the power of Creative Contests to generate exceptional marketing results with minimal effort.



**This is a new strategy for marketing on social media. Get on it early for maximum results!** For more info contact Gil Katz, [gil@comicreply.com](mailto:gil@comicreply.com)



### LAUNCH

Easily launch a variety of creative contests



### MANAGE

Moderate entries, winners, and prizes



### MEASURE

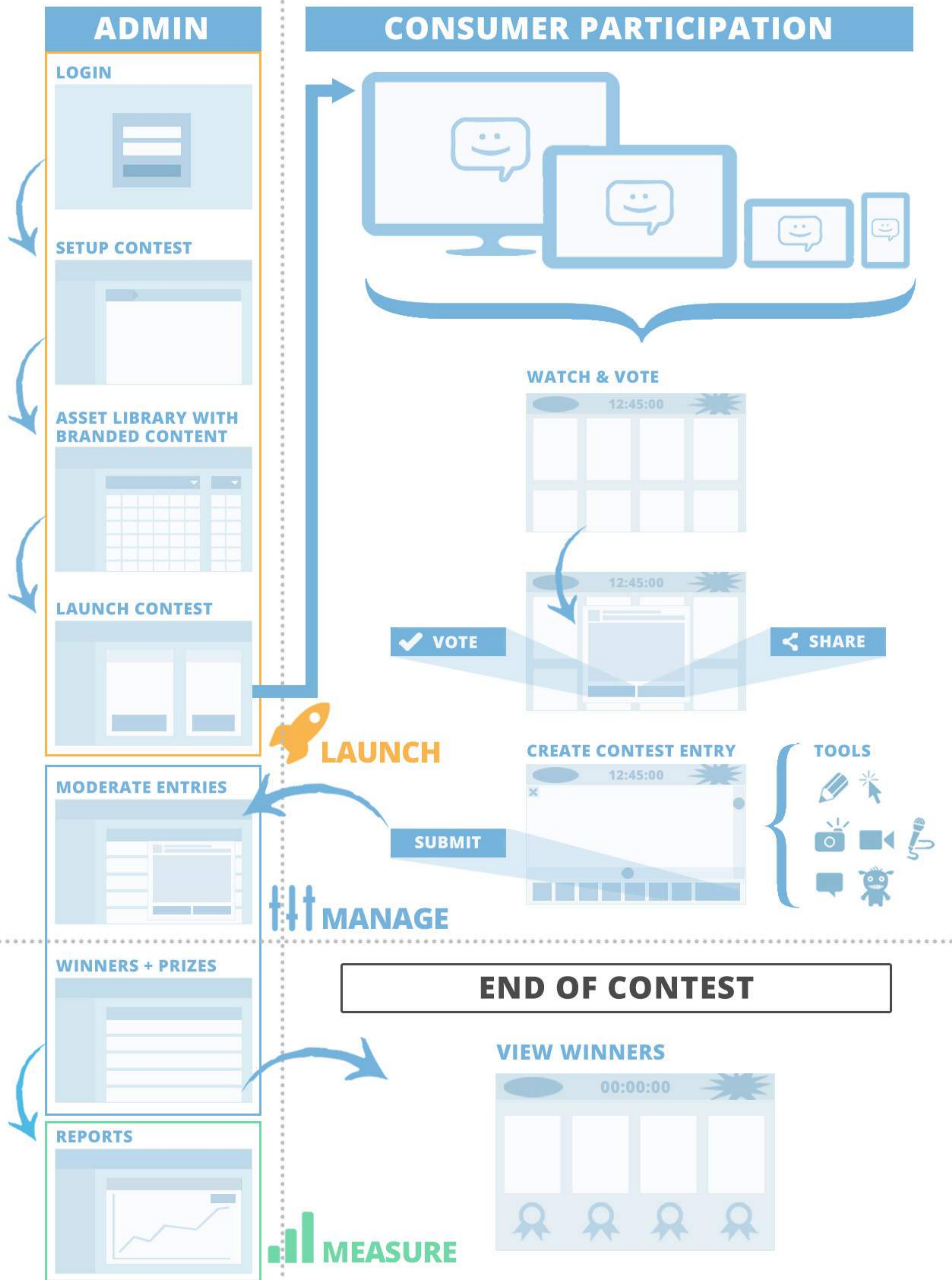
Watch your audience grow with every contest!





growing playful brands

# THE CONTEST MARKETING PROCESS







growing playful brands

For more information contact:

Gil Katz, Co-Founder, ComicReply  
gil@comicreply.com  
416.596.0800



ComicReply was made possible with  
the support of the Canada Media Fund



Comic Reply is a product of Giant Step Inc.  
Toronto-based marketing agency // giantstep.ca