



growing playful brands

SOCIAL CONTEST IDEAS FOR SPORTS TEAMS & SUPPLIERS

INSPIRING AUDIENCE ENGAGEMENT.



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



Creative Contest Idea:
BASEBALL TRIVIA CONTEST

Answer trivia questions
Share for votes
Most-right win prizes

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	<p>Social Media Contest Idea: Bike Parking Contest</p> <ul style="list-style-type: none">  Contest Type: Remix  Category: Sports / Bikes  Format: Web / Mobile / Fb 
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Note: This is a contest idea by ComicReply – available to be customized for your brand!

Bike Parking Contest – Park in Wild Places!

Ever wish you could park your bike anywhere you want? Now you can in the Bike Parking Contest!

In this contest participants get a chance to take a photo of their bike and park it in the most exciting places – on top of a mountain, on the moon, sailing the ocean, etc. If you are looking to market your bike business or sporting event in a new and extremely viral way this year, then this is perfect for you.

How it works:

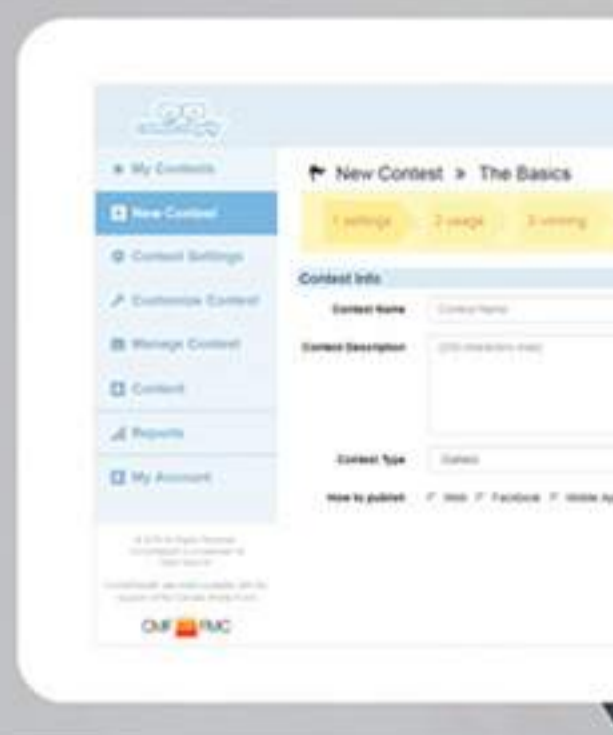



Bicycle enthusiasts will have a lot of fun parking their bikes in wild places and share their entries with friends on social media to show off their great ideas and gain votes to win prizes.

The contest can run on a mini-site, a branded mobile app, and on your Facebook page (as an app/tab) all at the same time to attract as many people as possible. Visitors watch a stream of contest entries in an Instagram-like display and vote for their favorites. The most-voted win prizes (could be a gift certificate, a bike, or something else).

To enter participants take a photo of their bike next to a white wall. Using our unique editor they can easily remove the background leaving a transparent image of their bike. Then selecting from a variety of location images, bike parking posts and locks (from your product catalog), they easily position (resize, rotate) their bike anywhere in the world and park it and give it a title.

Using the ComicReply platform you can easily launch, manage, and measure such an advanced Visual user-generated content (UGC) contest. The platform includes all of the features you will need to make it happen and our team can customize it if needed to your needs at the most reasonable rates and terms.

Photo source: <https://pixabay.com/en/mountain-climbing-mountain-climber-802099>

<p>Creative Contest Idea: BIKE PARKING CONTEST</p> 	 <p>Park in wild places!</p> <p>Share for votes</p> <p>Most-voted win prizes</p>  <p>growing playful brands</p>  <p>ComicReply.com</p>
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	Social Media Contest Idea: Snowflake Contest	
	 Contest Type: Remix  Category: Winter Products  Format: Web / Mobile / Fb	

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

Snowflake Contest - Marketing Winter Products

In a Snowflake Contest people use an editor to create unique snowflakes and share to win prizes.

Looking for an exciting new way to promote your winter business? Whether it's a ski resort, skate brand or winter jackets, a Snowflake Contest can work for you.

In this contest participants easily design snowflakes using a unique web/mobile editor and submit them to the contest. Every snowflake is posted on a public gallery and visitors can also browse through snowflake entries (like in Instagram) and vote for their favorites.

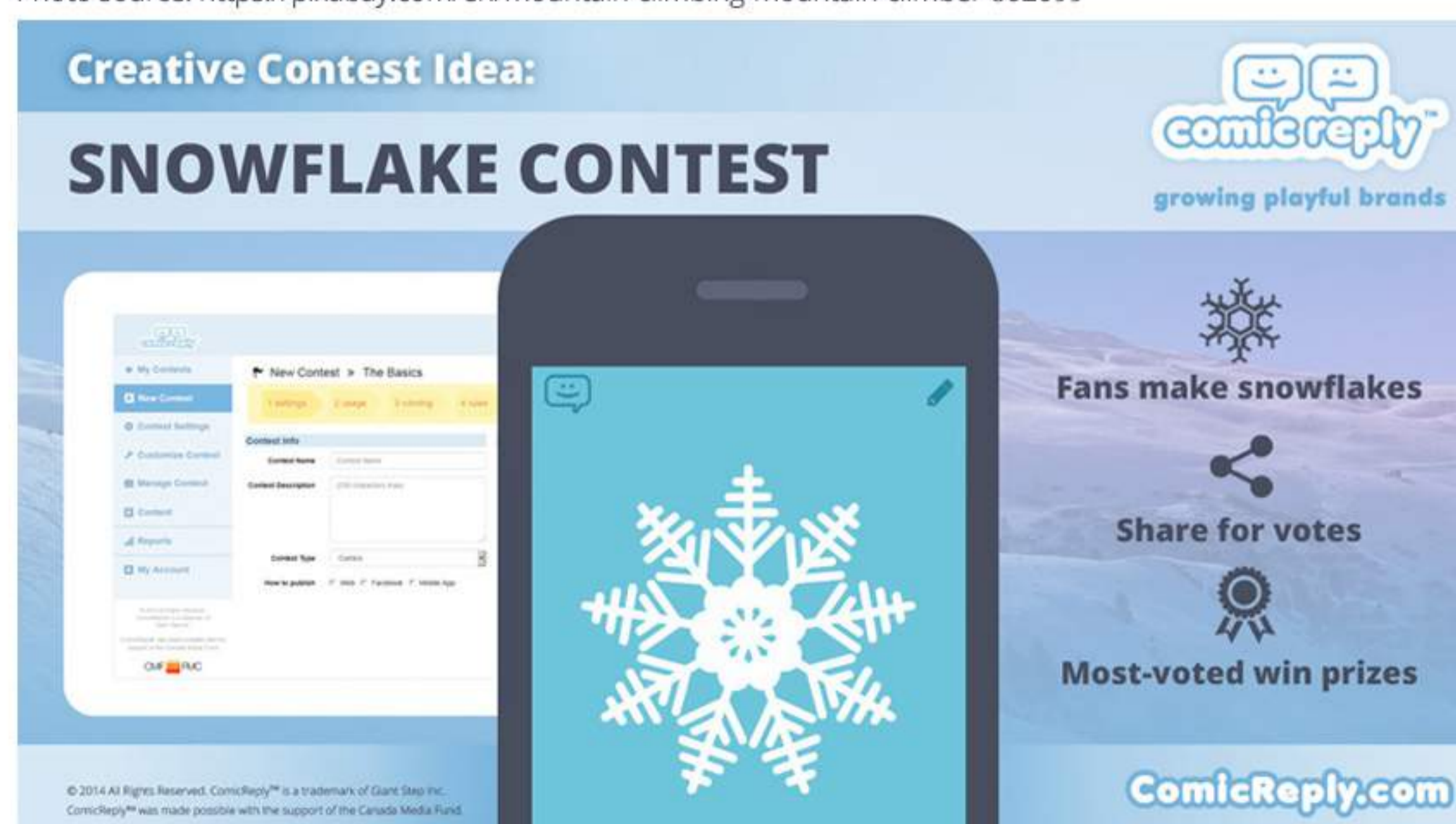
A live countdown clock shows how much time there is left in the contest and the most-voted at the end wins a prize. Participants share their snowflakes with friends to gain more votes towards winning the prize. All the while, each shared snowflake includes a watermark of your brand or even other promos linking back to your site. This helps with search engine optimization (SEO) and brings more people to your site.

The contest can be on your website and also launched as it's own contest mobile app. It can also be running as a Facebook App on your Facebook page, all at the same time.

Interested in running a Snowflake Contest this winter?

The ComicReply platform will save you a lot of time, money and headaches because it already has all of the features you will need to do this. Our team will also customize it for your brand in the most cost-effective way.

Photo source: <https://pixabay.com/en/mountain-climbing-mountain-climber-802099>



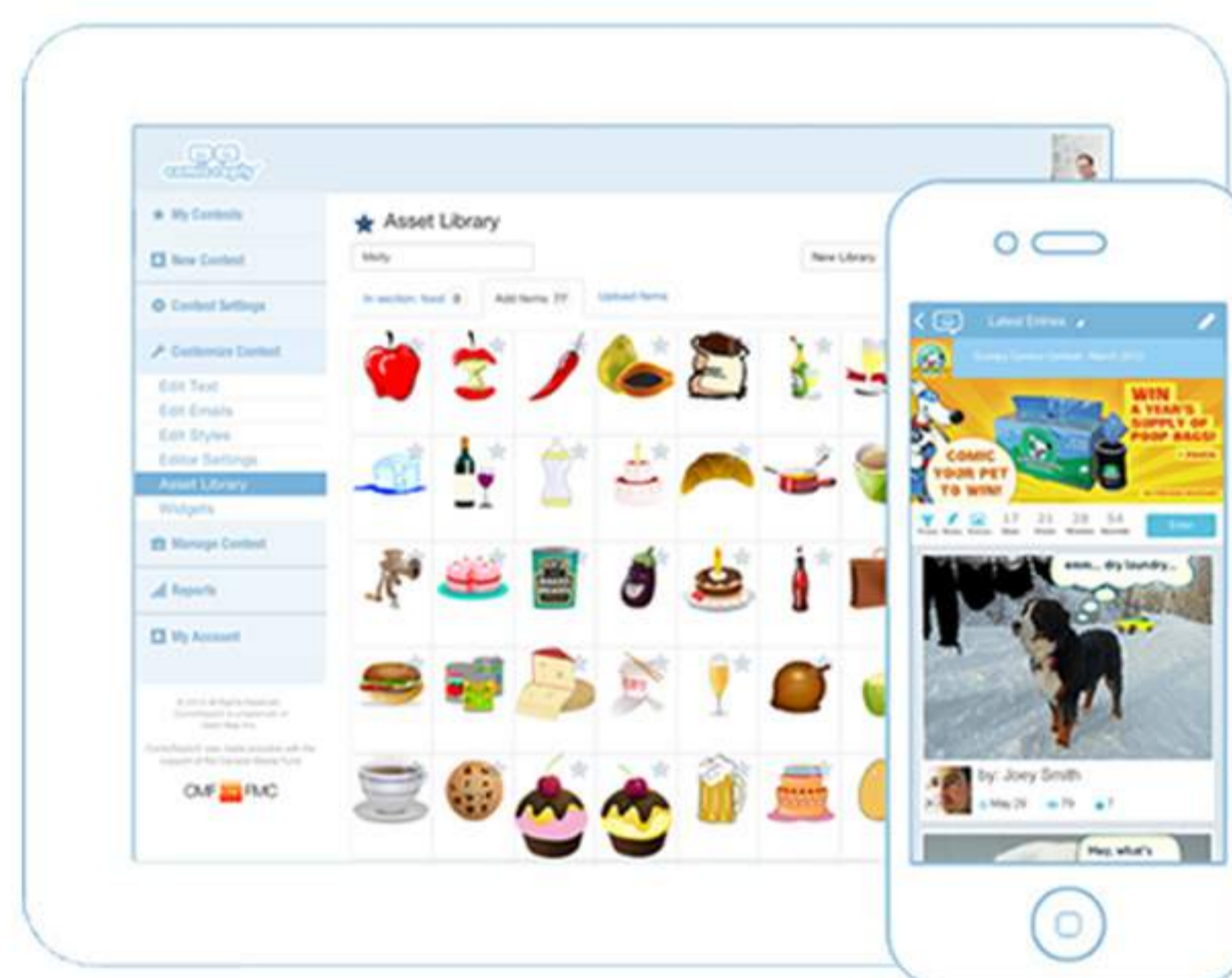
ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

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



LAUNCH

Easily launch a variety of creative contests



MANAGE

Moderate entries, winners, and prizes



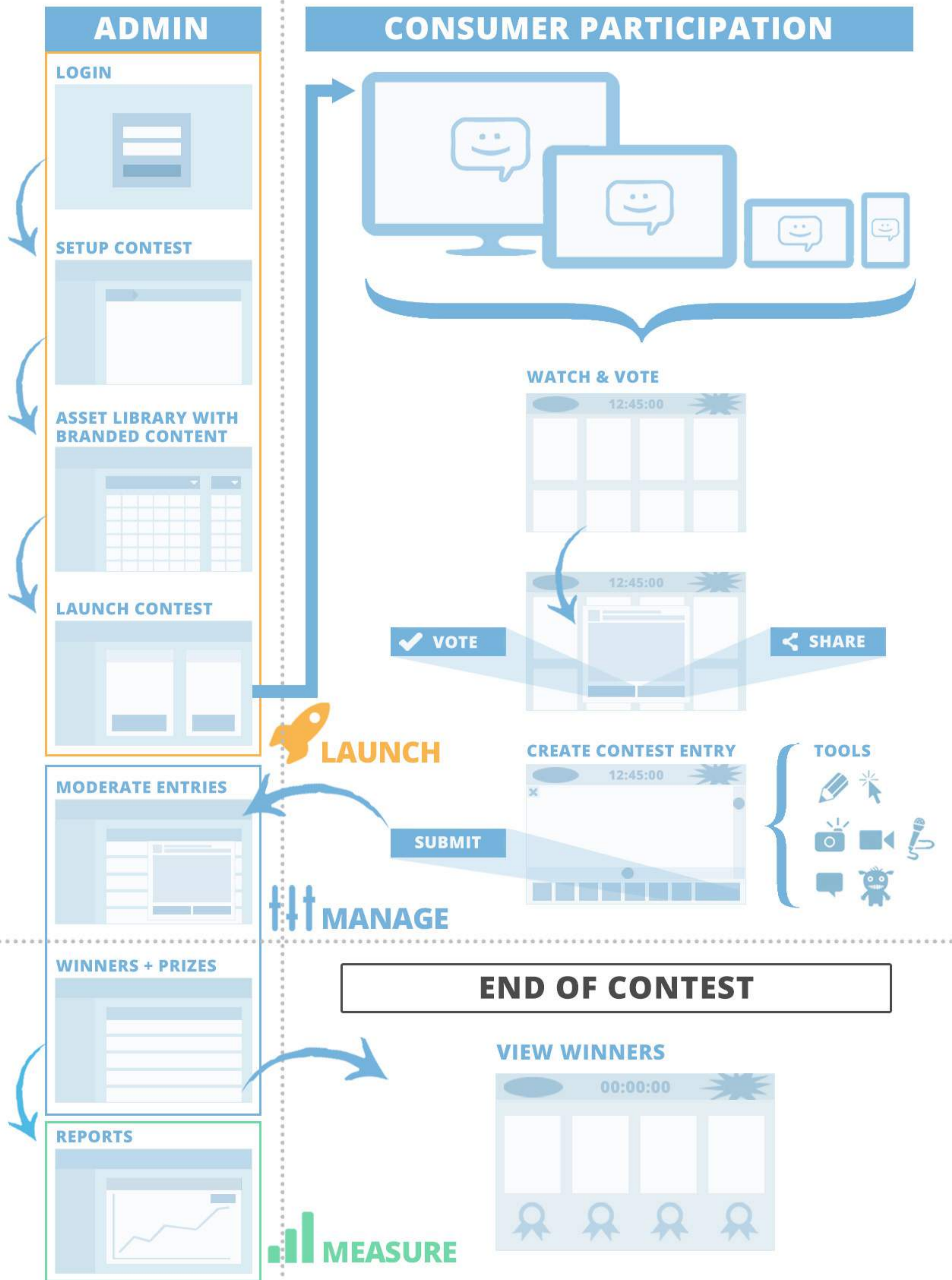
MEASURE

Watch your audience grow with every contest!



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THE CONTEST MARKETING PROCESS





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