



growing playful brands

SOCIAL CONTEST IDEAS FOR VIDEO GAME BRANDS

INSPIRING AUDIENCE ENGAGEMENT.

	Social Media Contest Idea: Gaming Contests	
	<p> Contest Type: Game Play</p> <p> Category: Video Games / Toys</p> <p> Format: Web / Mobile / Fb</p>	

Note: This was not made by ComicReply – presented for commentary purpose only!

Video Game Dev Tools Contest

Maker of video game development tools invited game developers to compete in the creation of game scenarios.

Game development tools are very advanced these days and developers can create amazing virtual worlds.

To promote it's latest tools a Dev Tool Maker ran a Dev Tools Contest inviting gamers to create a unique 'map' of a particular video game as contest entries. Entries offered new experiences of the same video game and the entries were judged by experts in terms of complexity, game play, and other aspects of the experience. The winner received the latest game console development tools from the manufacturer.

This is an example of a contest for a specialized field focused on developers. In these cases it is possible to ask from participants to do a lot more than can be expected from the general public in a contest. The same concept can be applied to professionals in any field.

There are many ways to bring a video game to life in simplified way as a social media contest.

If you are looking to market a video game we can help you identify the most powerful way to attract the most gamers to your product.

Contact Gil Katz at gil@comicreply.com

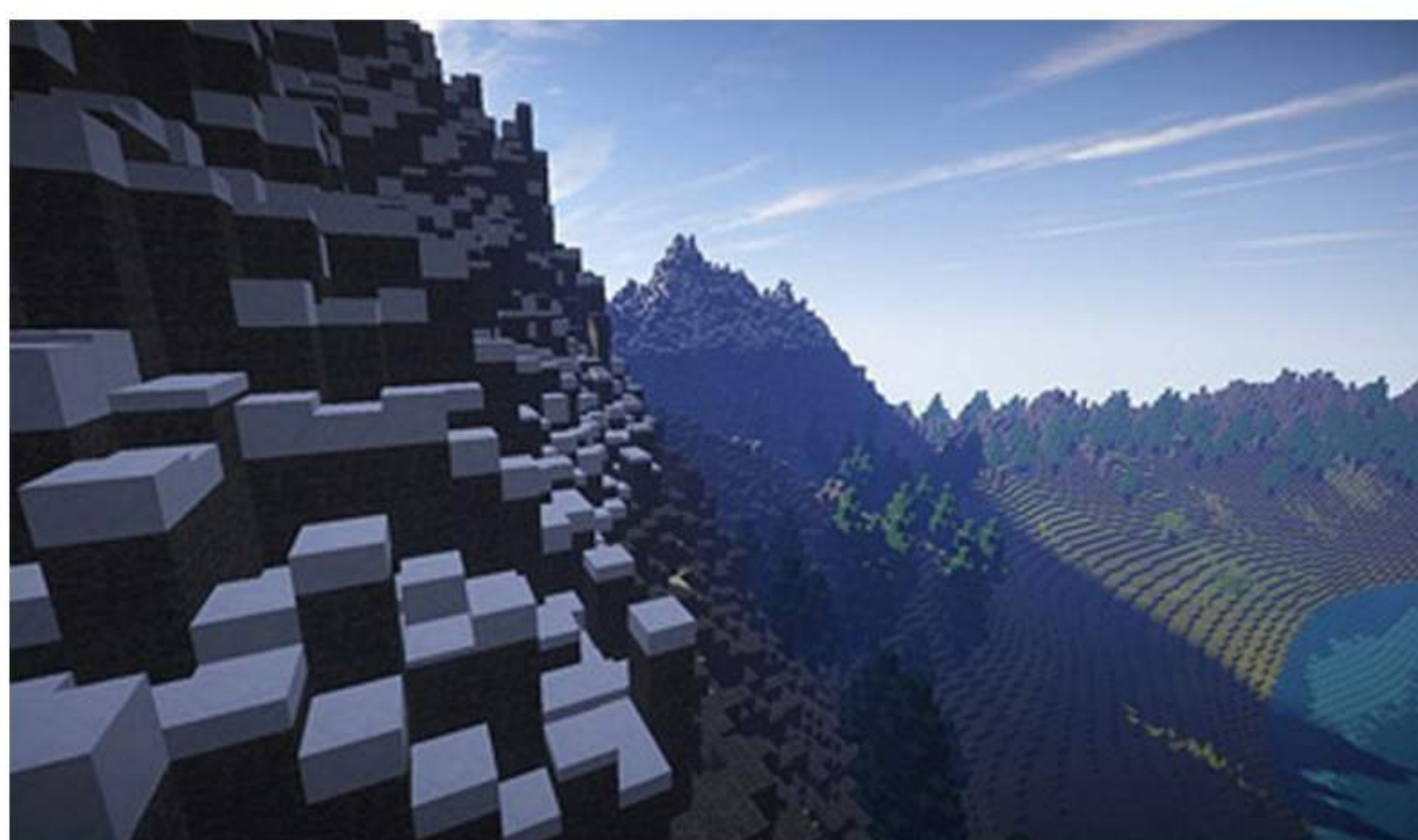



Photo source:
<https://pixabay.com/en/minecraft-mountain-video-game-655158>

	<p>Social Media Contest Idea: Comics Contest</p> <table border="1"> <tr> <td data-bbox="1043 614 1124 685"></td> <td data-bbox="1135 614 1670 685">Type of Contest: Comics</td> <td data-bbox="1812 656 1965 813" rowspan="3"></td> </tr> <tr> <td data-bbox="1043 699 1124 771"></td> <td data-bbox="1135 699 1670 771">Category: Animation</td> </tr> <tr> <td data-bbox="1043 785 1124 871"></td> <td data-bbox="1135 785 1670 871">Format: Web / Mobile / Fb</td> </tr> </table>		Type of Contest: Comics			Category: Animation		Format: Web / Mobile / Fb
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Note: This is a contest idea by ComicReply – available to be customized for your brand!

A Comics Contest is an amazing way to engage fans of your content – TV shows, cartoons, comic books, toys and more.

Are you producing cartoons, comics, or selling branded merchandise? Then consider running a comics contest. This is probably one of the most effective ways to engage your audience that doesn't get boring for a long time!


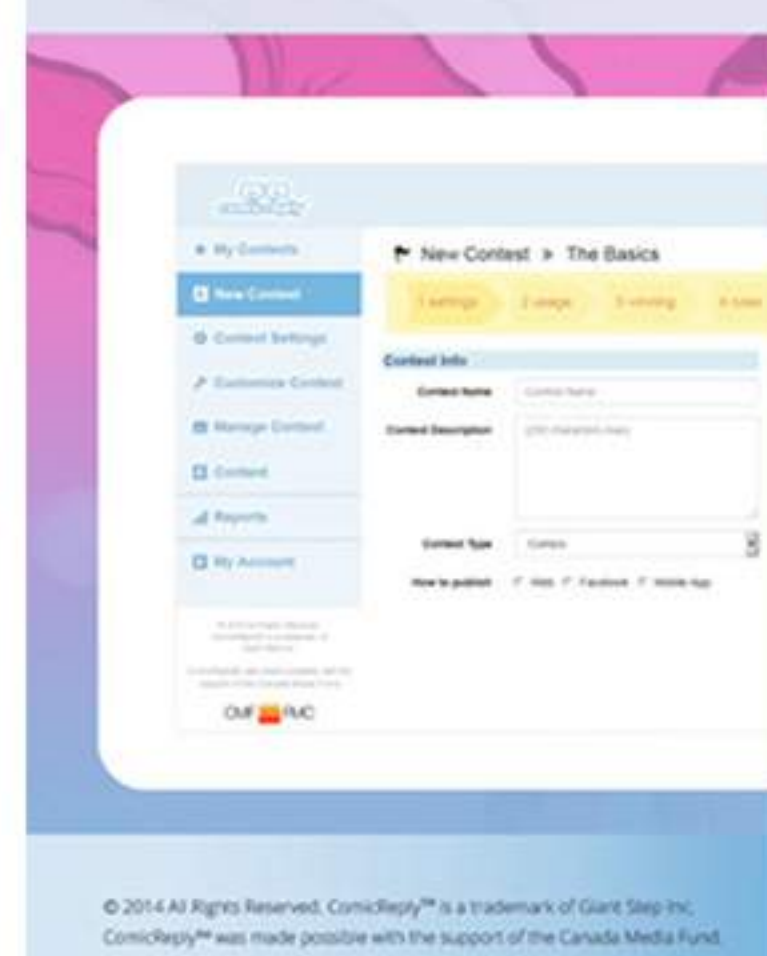
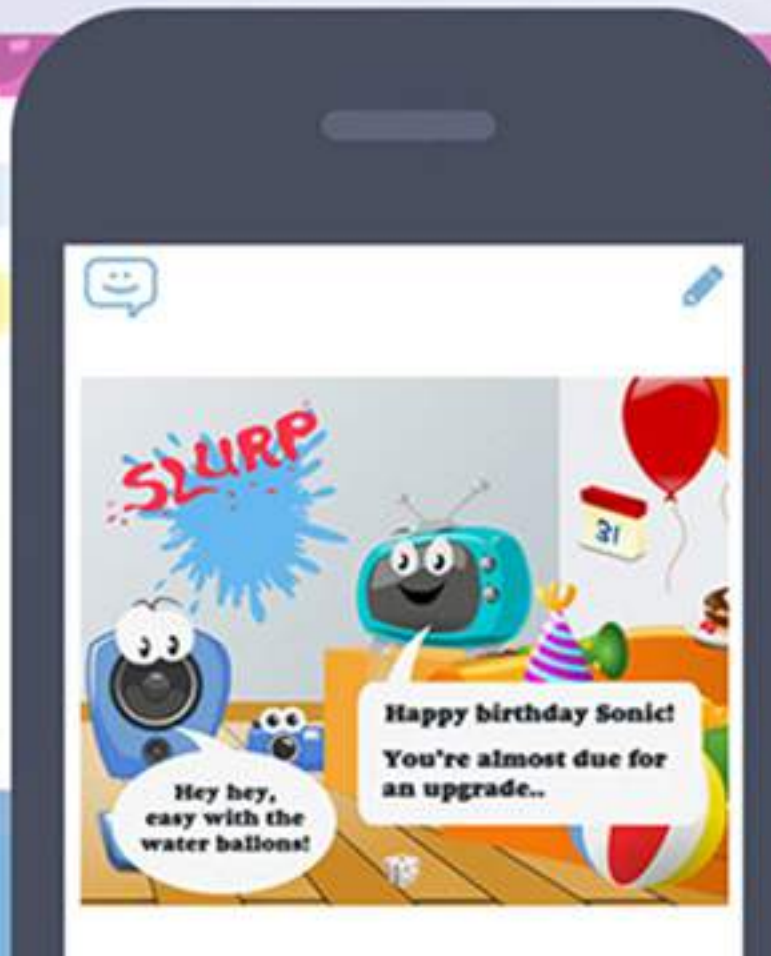
In a comics contest you can invite fans to remix your branded content assets along with related props, talking bubbles, and sound effects, to create meta-comics as contest entries. Your fans will appreciate the ability to play with your popular characters to create their own interesting comics.






Once a participant created their comics contest entry, they will most likely share it – because they will be proud of their unique creation – and also to gain votes to win prizes (like a DVD, T-Shirt, or other swag). Every time they share their meta-comics, they are promoting your show and creating back-links to your website which helps with search engine optimization (SEO). The contest can run on the Web, as a Mobile App, and as a Facebook App on your Facebook page.

As fans create more and more entries, the contest will have a lot of interesting user-generated content (UGC) to view and vote on. Every contest will have different UGC based on the entries submitted – that way the contests will not be boring because of the new, crowd-sourced, branded-personalized content.

The ComicReply platform is designed especially for running these types of advanced social media contests and includes all of the tools you will need to leverage the power of Comics Contests (including moderation, contest rules, locking it per location/region, managing multiple languages and more).

Photo source:
<https://pixabay.com/en/street-art-graffiti-new-york-art-977812>

<p>Creative Contest Idea: COMICS CONTEST</p>		
		<p>Fans make comics</p> <p>Share for votes</p> <p>Most-voted win prizes</p> <p>ComicReply.com</p>

	<p>Social Media Contest Idea: Character Contest</p> <div>  Type of Contest: Character </div> <div>  Category: Animation / Toys </div> <div>  Format: Web / Mobile / Fb </div> <div data-bbox="1812 656 1965 813">  </div>
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Character Contest – Engaging Cartoon and Toy Fans

A Character Contest is one of the most-effective types of contests for brands that are character-focused.

If you producing cartoons, comics, or selling branded merchandise like collectible toys then you can grow your fan-base quickly by launching a Character Contest!

This is a web and/or mobile app contest that invites fans to invent characters and name them. Then they share their creation with friends to gain votes to win prizes.

To create the characters they could be using elements of your branded characters or related clip art elements (head, body, arms, legs + props). If your brand is all about having many characters than you will be able to easily provide many content elements for fans to play with.

The ComicReply platform has all of the features you will need to launch, manage and measure this type of contest – an admin panel to upload your content elements, moderate entries, announce winners and more.



 <h1>SCENE CAPTION CONTEST</h1>	<p>Social Media Contest Idea: Scene Caption Contest</p>	
	<p> Type of Contest: Remix</p> <p> Category: Animation / TV</p> <p> Format: Web / Mobile / Fb</p>	

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

Scene Caption Contest – Write-Play a Scene to Win!

How do you keep viewers engaged and talking about your content? Invite them to an online Scene Caption Contest!

In a Caption Contest participants select from a series of scenes (that you loaded into the contest platform), dress them up with clip art and props and provide either a caption or speech bubbles on top of it to make it more interesting.

Each entry is moderated and then goes live on a public viewing gallery where fans vote for their favorites. Proud of their witty entries, participants share them with friends on social media to gain votes. The most-voted entry wins a prize and then you can start another contest.


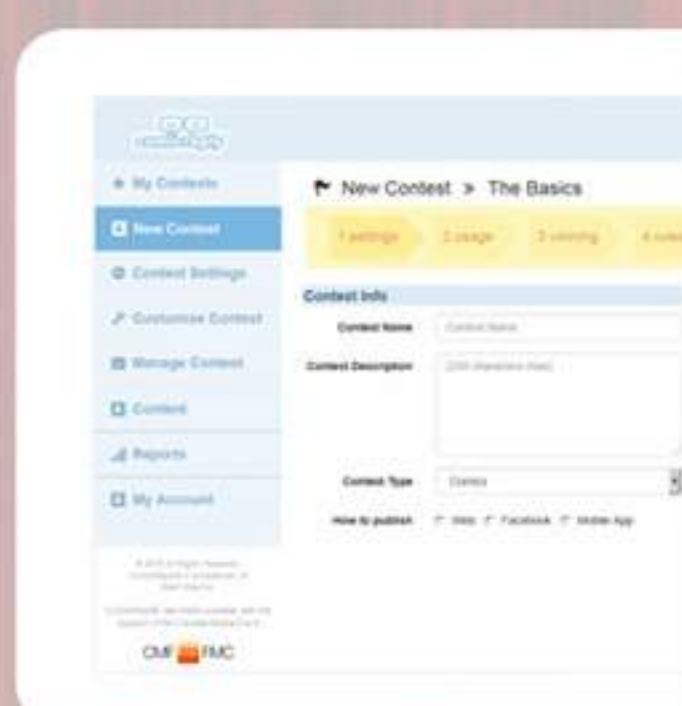




Each time you can provide a different theme and scenes to choose from, which makes it interesting for fans and constantly promotes your content. Every time people share an entry it is posted along with your pre-set marketing messages, banners, watermark, or other promotions.

A Scene Caption Contest is perfect for:

- * Film producers and distributors
- * TV show producers and distributors
- * Animation producers and distributors
- * Magazine and newspaper publishers
- * Comic book publishers

Photo sources:

<https://pixabay.com/en/curtain-background-red-fabric-581826>
https://en.wikipedia.org/wiki/Film_still#/media/File:Lucy_desi_1957.JPG
<https://pixabay.com/en/star-favorite-shine-bookmark-153971>

<p>Creative Contest Idea: SCENE CAPTION CONTEST</p>		 <p>growing playful brands</p>
		<p> Write-play a scene</p> <p> Share for votes</p> <p> Most-voted win prizes</p>
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	<p>Social Media Contest Idea: Drawing Contest</p> <table border="1"> <tr> <td></td> <td>Type of Contest: Drawing</td> <td rowspan="3"></td> </tr> <tr> <td></td> <td>Category: Art</td> </tr> <tr> <td></td> <td>Format: Web / Mobile / Fb</td> </tr> </table>		Type of Contest: Drawing			Category: Art		Format: Web / Mobile / Fb
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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:
Fractal Contest

 **Contest Type:** Visual Effects

 **Category:** Applies to Many

 **Format:** Web / Mobile / Fb



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:

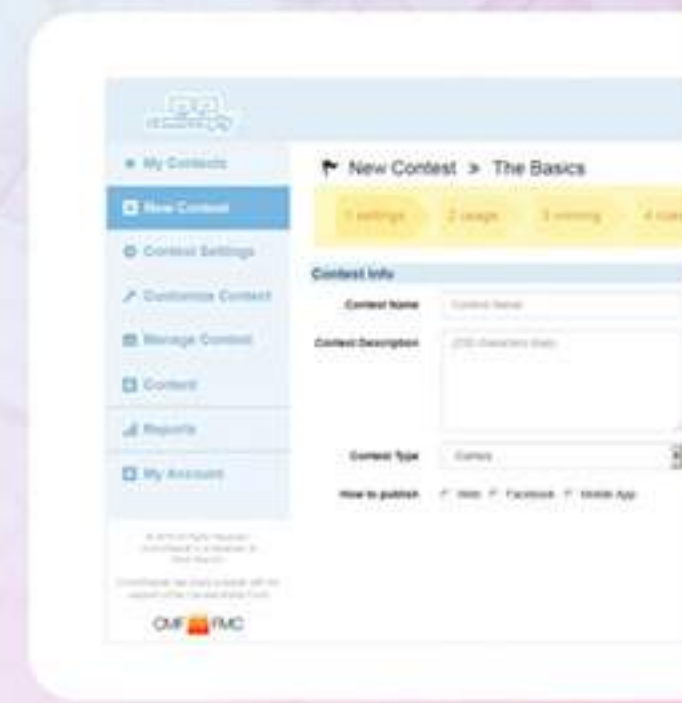

- * Marketing a school, college or university
- * Promoting a DJ night
- * An ambient music album, film, or TV show with an atmospheric vibe
- * It can be used for a Quote Contest – where participants compete on inventing or presenting other people's quotes


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>


Creative Contest Idea:
FRACTAL CONTEST




Make a fractal


Share for votes


Most-voted win prizes

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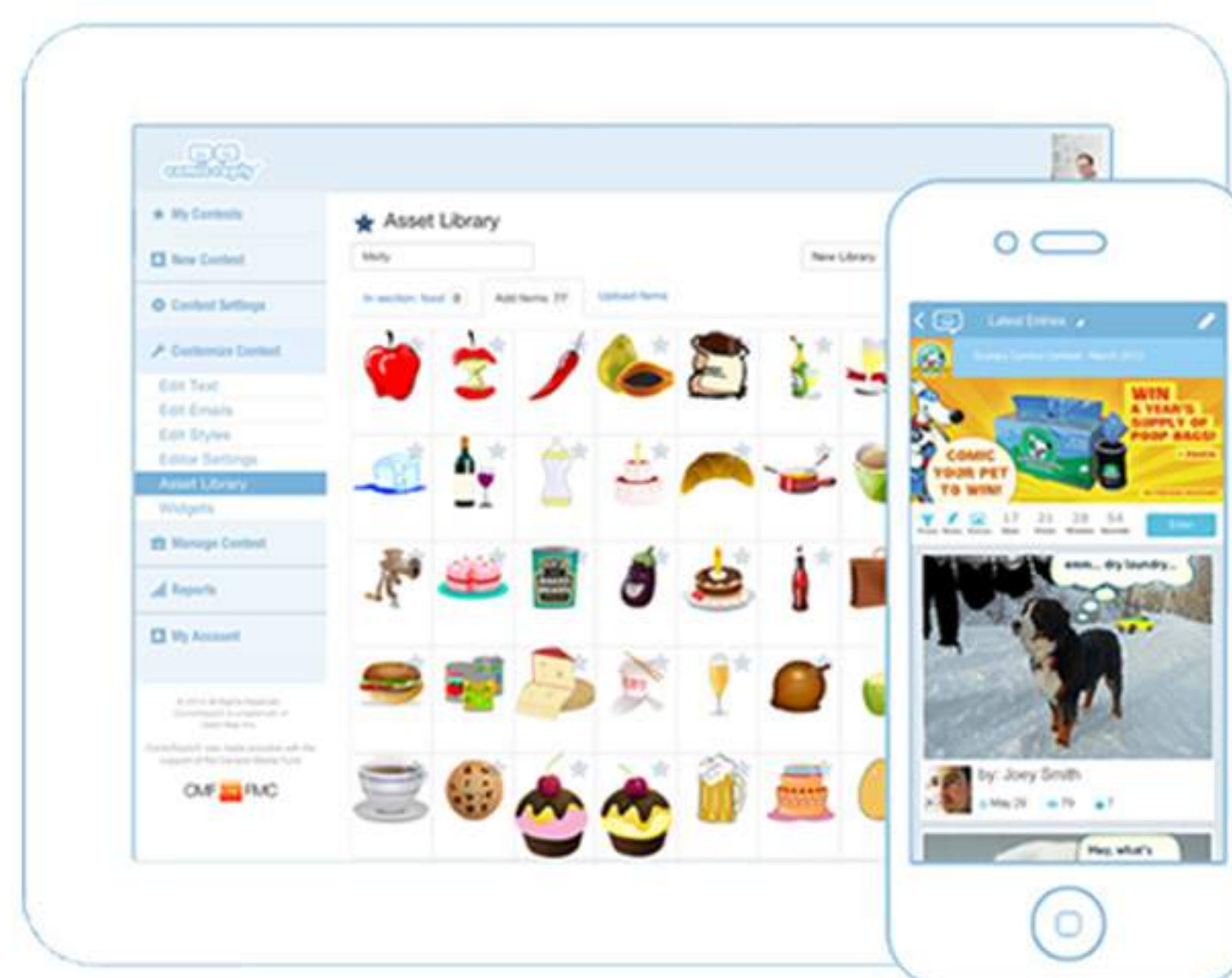
ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

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



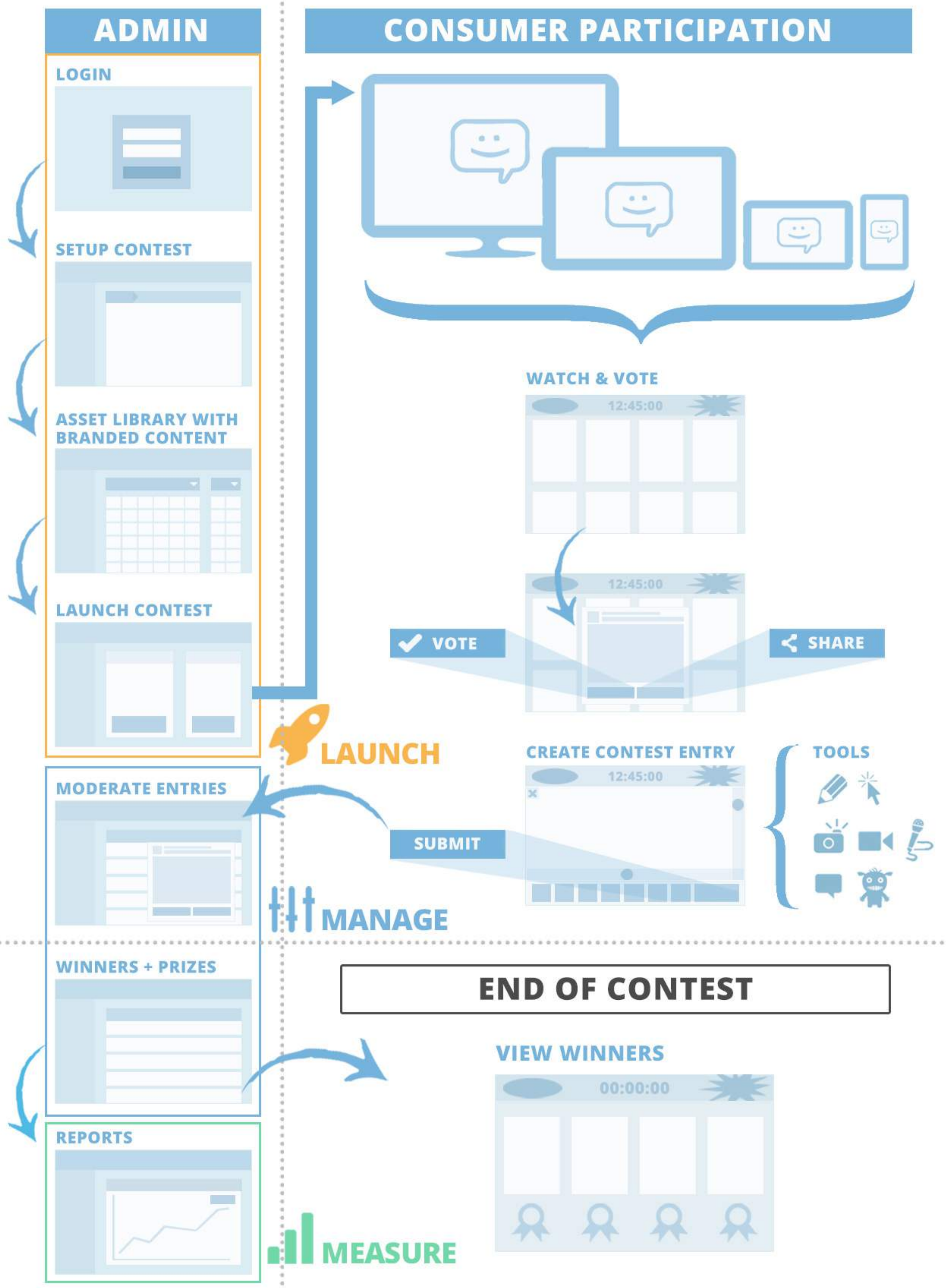
MEASURE

Watch your audience grow with every contest!



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THE CONTEST MARKETING PROCESS





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