



Don Jagoda Associates, Inc. presents our

ANNUAL PROMOTION REPORT

WOMEN[™]
OWNED

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associates

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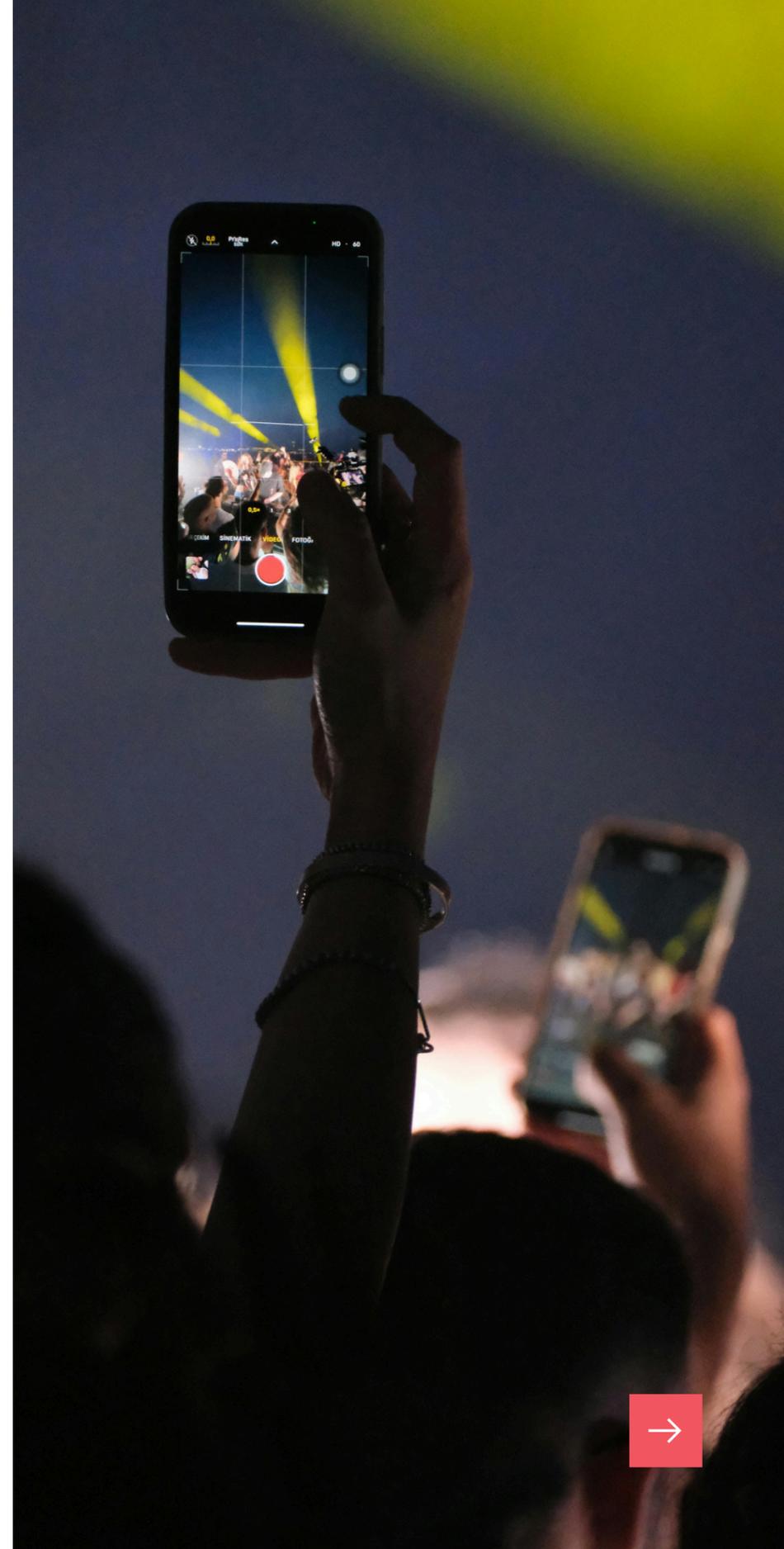
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OVERVIEW

DJA is excited to share our Annual Promotion Report, highlighting the most impactful promotions we have executed for our clients and capturing key insights and trends in promotion marketing.

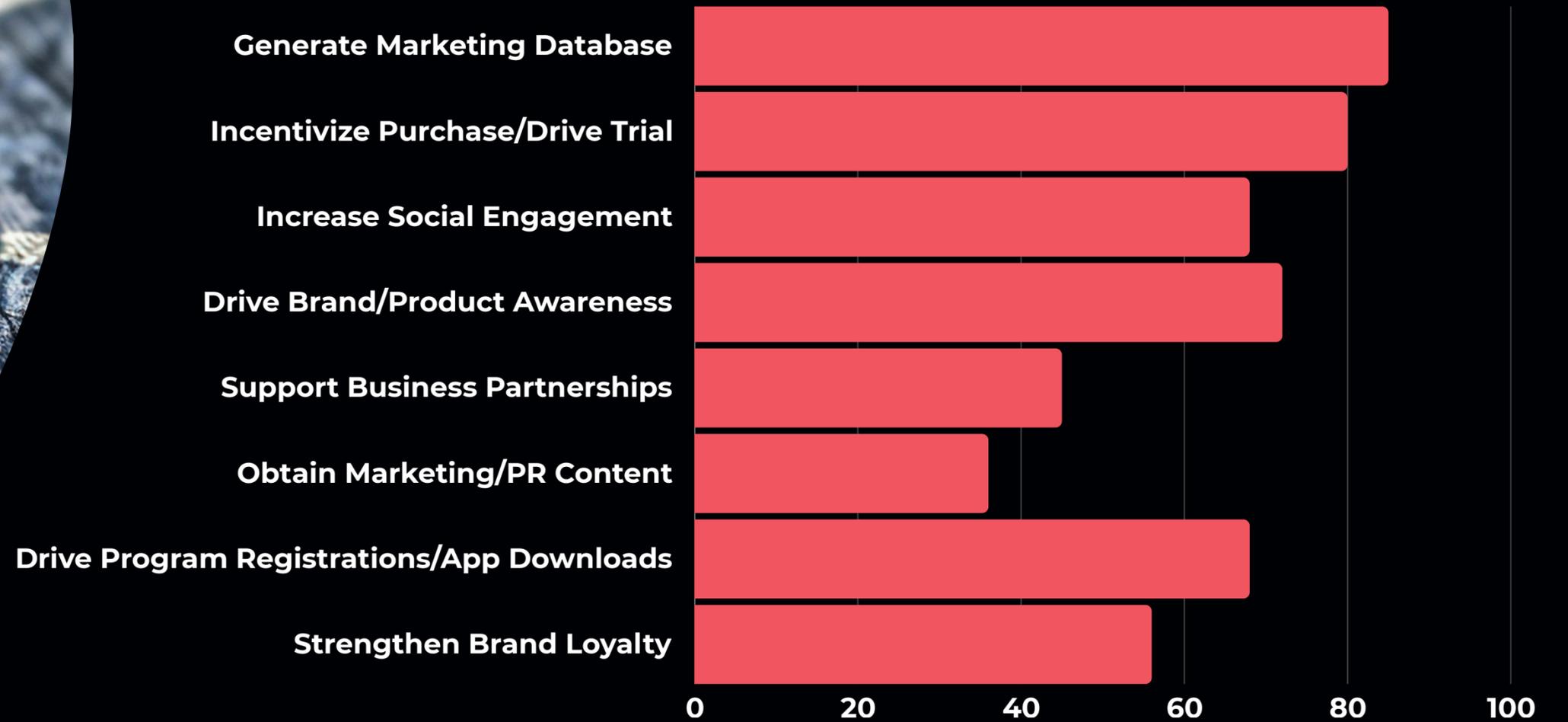
Promotions are an essential tool for marketers, driving customer engagement, boosting sales, enhancing brand visibility and building loyalty, all of which results in giving brands a competitive edge.

Our report showcases how strategic, well-executed promotions can deliver results, and provides valuable learnings in which to shape future campaigns.



THE POWER OF PROMOTIONS

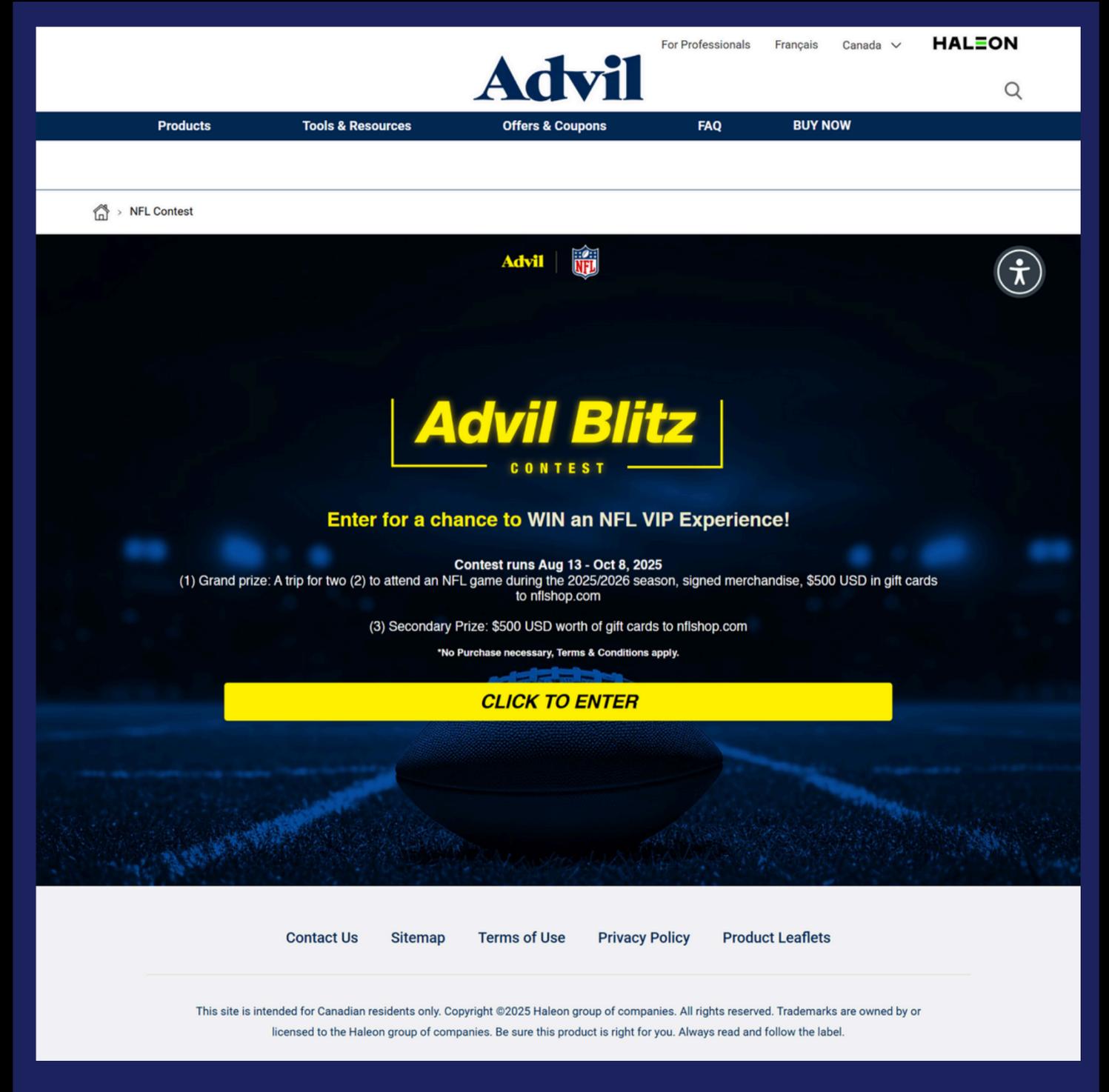
These are the most common marketing objectives our clients successfully achieve by incorporating promotions into their strategies.



THE ADVIL BLITZ SWEEPSTAKES

To increase brand awareness, this sweepstakes invited football fans to enter by visiting the promotion microsite and registering. Consumers earned a bonus entry by opting in to receive promotional emails from Advil.

The prize pool was designed to create excitement and engagement among football fans, including one Grand Prize of a trip for two to a 2025–2026 NFL game in Seattle or Buffalo, including air transportation, hotel, ground transportation, signed jerseys and hats, and \$500 in NFLShop.com gift cards. Three additional winners received \$500 in NFLShop.com gift cards.



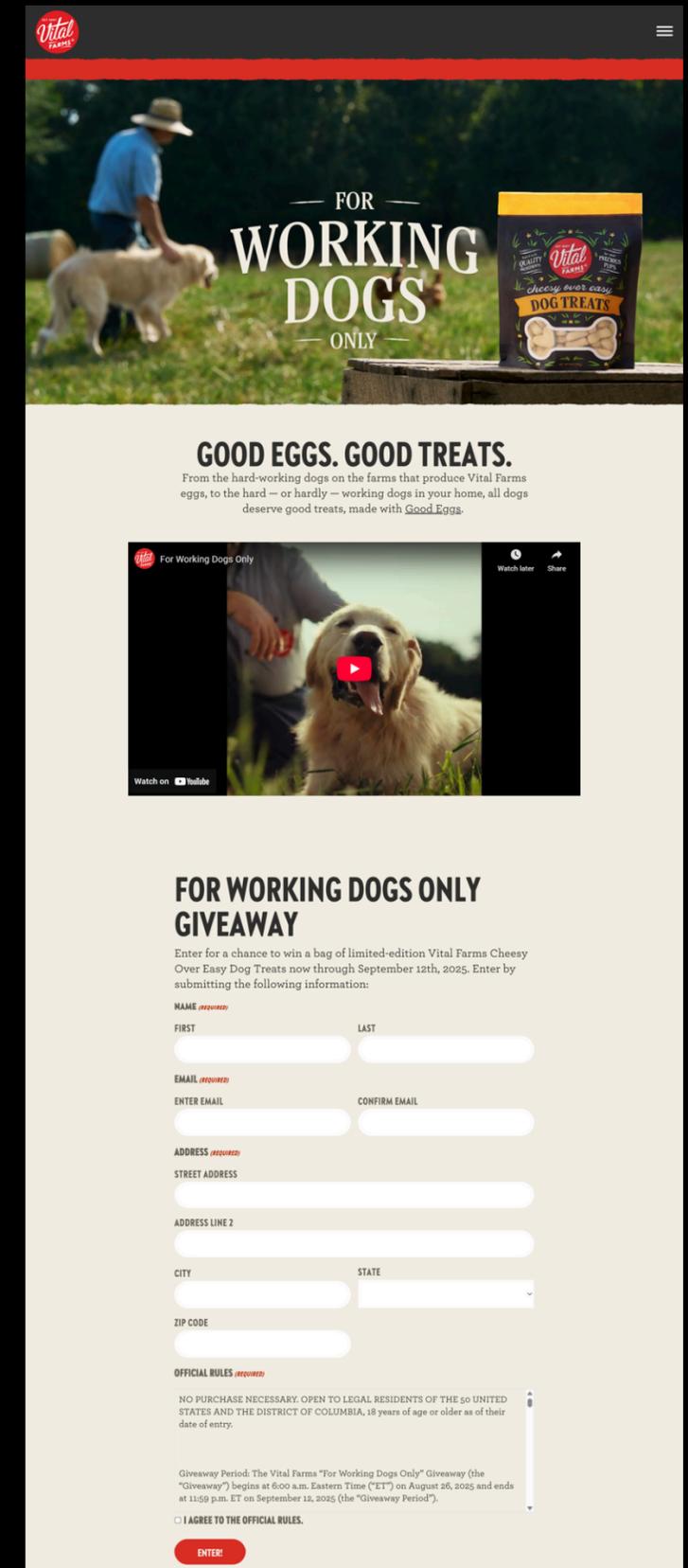
The screenshot shows the Advil website header with navigation links: Products, Tools & Resources, Offers & Coupons, FAQ, and BUY NOW. The main content area features the Advil logo and NFL logo, followed by the text "Advil Blitz CONTEST" in a yellow box. Below this is the headline "Enter for a chance to WIN an NFL VIP Experience!" and the contest dates "Contest runs Aug 13 - Oct 8, 2025". The prizes are listed as: (1) Grand prize: A trip for two (2) to attend an NFL game during the 2025/2026 season, signed merchandise, \$500 USD in gift cards to nflshop.com; (3) Secondary Prize: \$500 USD worth of gift cards to nflshop.com. A yellow button labeled "CLICK TO ENTER" is prominently displayed. The footer contains links for Contact Us, Sitemap, Terms of Use, Privacy Policy, and Product Leaflets, along with a disclaimer: "This site is intended for Canadian residents only. Copyright ©2025 Haleon group of companies. All rights reserved. Trademarks are owned by or licensed to the Haleon group of companies. Be sure this product is right for you. Always read and follow the label."

 INCENTIVIZE PURCHASE/DRIVE TRIAL

VITAL FARMS “FOR WORKING DOGS ONLY” GIVEAWAY

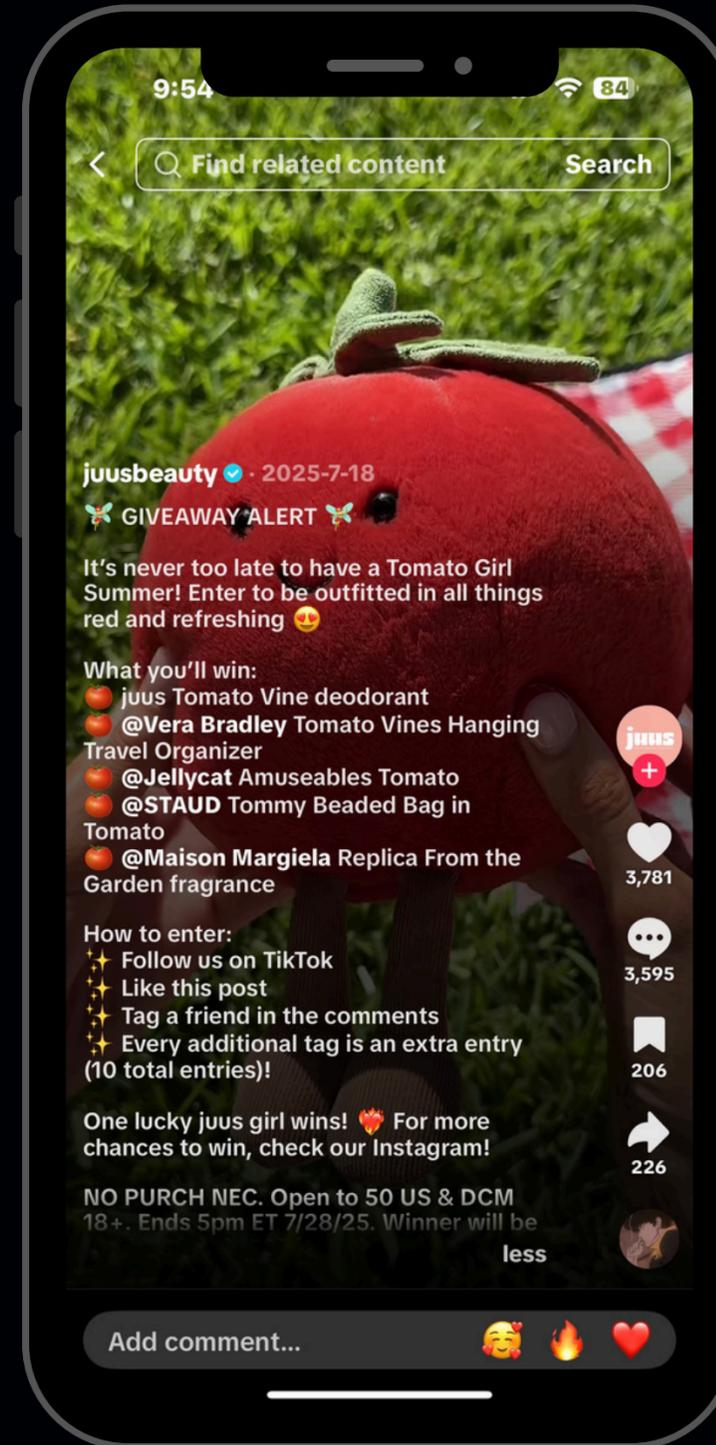
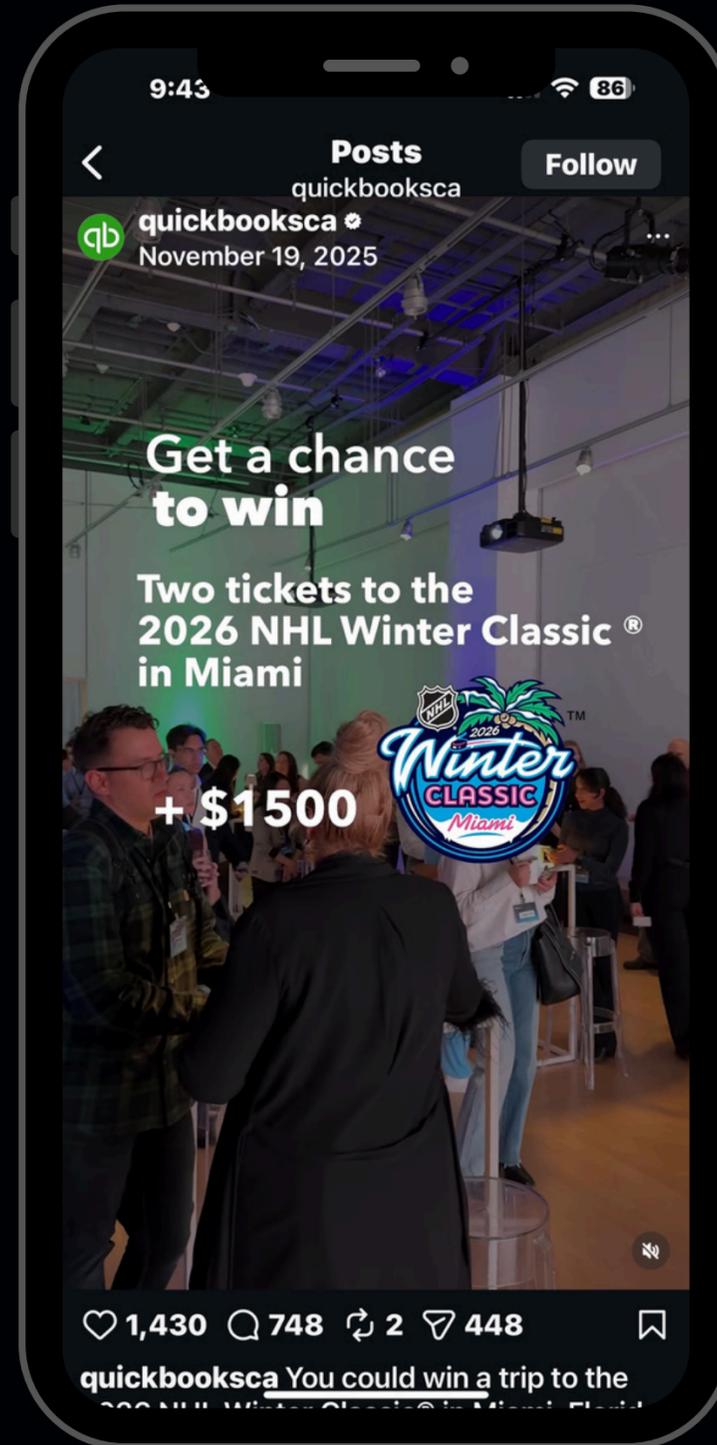
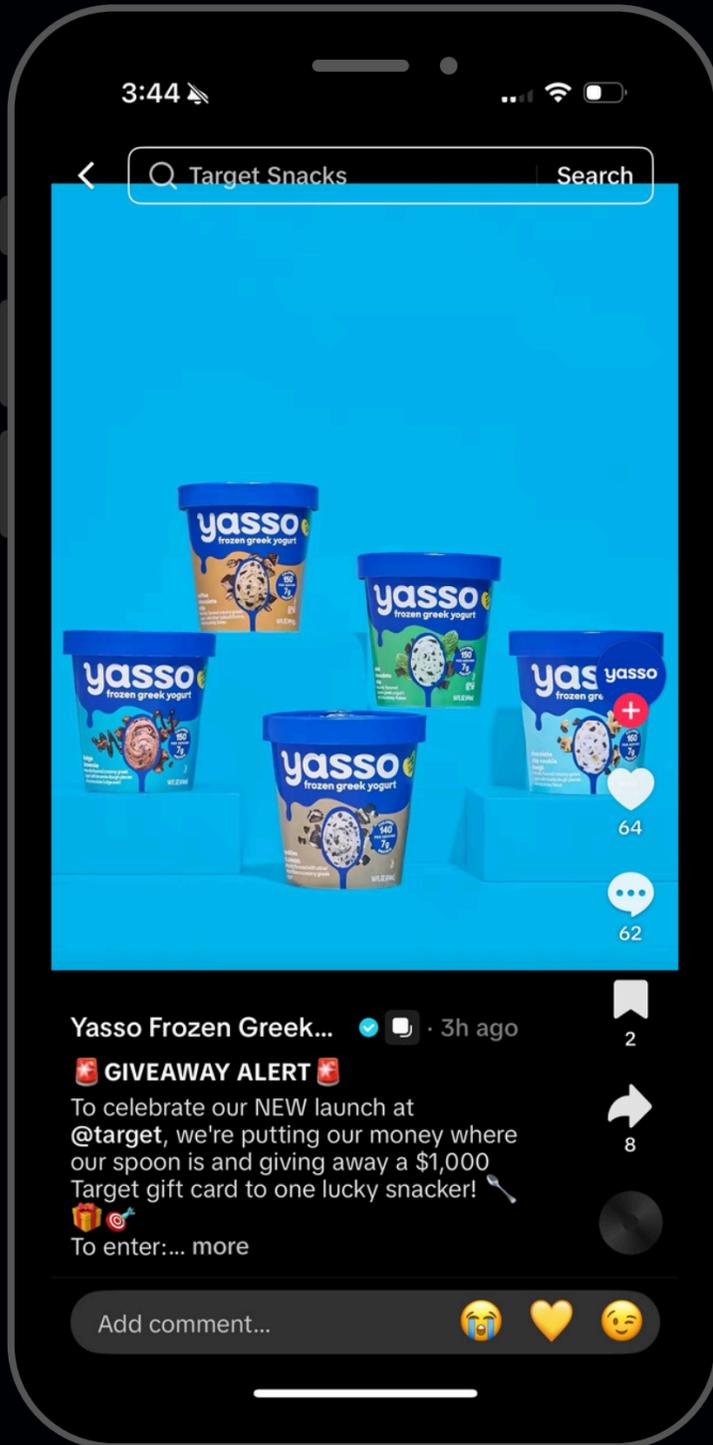
Vital Farms “For Working Dogs Only” Giveaway aimed to celebrate National Dog Day and promote the brand’s collaboration with comedian Heather McMahan and her dogs, Rigatoni and Macaroni.

Participants entered by visiting the giveaway site and completing a registration form for a chance to win a limited-edition prize box. Each box included a bag of Cheesy Over Easy dog treats, a dog chew toy, and coupons for Vital Farms eggs and butter, bringing the brand and its fans together through a fun, interactive giveaway.



SOCIAL ENGAGEMENT

#commentonpost #social UGC #tagafriend #repost #follow #influencers



✓ DRIVE BRAND/PRODUCT AWARENESS

NIVEA SKIN LIKE VELOUR SWEEPSTAKES

To celebrate the launch of its new and improved Essentially Enriched Body Lotion, NIVEA partnered with Juicy Couture to create the “Skin Like Velour” Sweepstakes. This on-brand, style-forward promotion was designed to drive consumer engagement and product awareness.

Consumers entered by registering at SkinLikeVelour.com for a chance to win a premium Juicy Couture tracksuit or an exclusive beauty bag featuring a full-size NIVEA lotion and a custom charm.

Enter for a Chance to Win a Limited-Edition NIVEA x Juicy Couture Velour Tracksuit & Accessories!

NIVEA is kicking off its new era and wants to give you #SkinLikeVelour.

NIVEA's iconic Essentially Enriched Body Lotion is now enriched with Hyaluronic Acid and 20% oils, providing 72 hours of deep nourishing moisture that makes your skin feel smooth like velour.

NIVEA is also teaming up with Juicy Couture to give away all-new, limited-edition tracksuits to 200 lucky winners and limited-edition beauty bags to 800 winners. You'll not only have #SkinLikeVelour, but a look that will turn heads.

This collaboration is exclusively available through our sweepstakes (which ends 11:59:59 PM ET on 11/3/25!)

🌟 **800 First Prize winners** will be randomly selected to receive:

- 1x of the new 16.9 fl. oz. NIVEA Essentially Enriched Body Lotion with bespoke Juicy Couture charm
- NIVEA x Juicy Couture beauty bag including 1x of the 2.5 fl. oz. travel-size NIVEA Essentially Enriched Body Lotion

💎 **200 lucky Grand Prize winners** will be randomly selected to win the full NIVEA x Juicy velour tracksuit, along with the new 16.9 fl. oz. NIVEA Essentially Enriched Body Lotion!

Don't forget to share your #SkinLikeVelour moment and tag @NIVEAUSA on [Instagram](#) and [TikTok](#) for a chance to get featured.

All fields required

First Name

Last Name

Preferred Size

Email Address

Date of Birth Month Day Year

Address

City State Zip

I certify that I am 18 years of age or older and I have read and agree to the [Official Rules](#).

I'm not a robot

SUBMIT

Official Rules | Privacy Policy

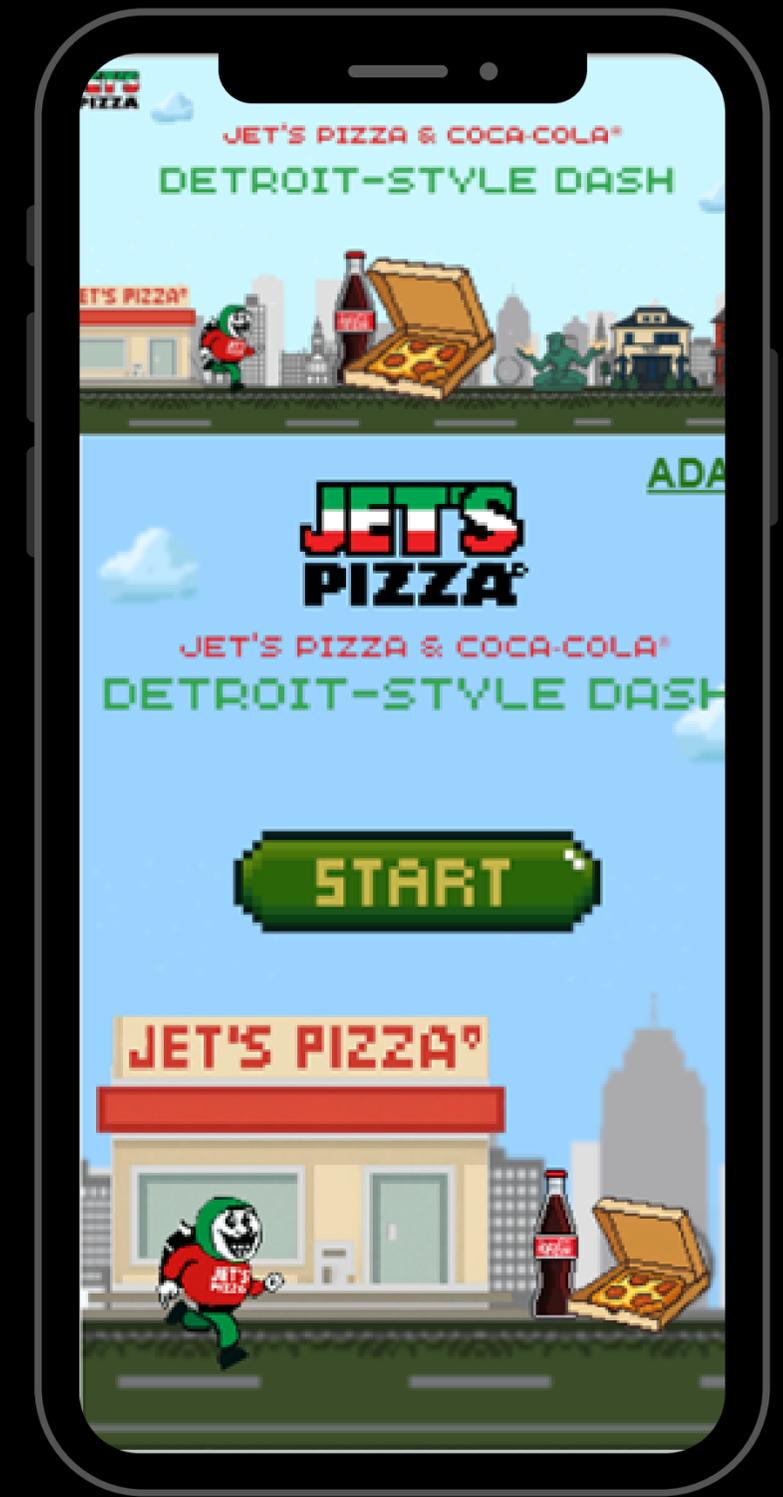
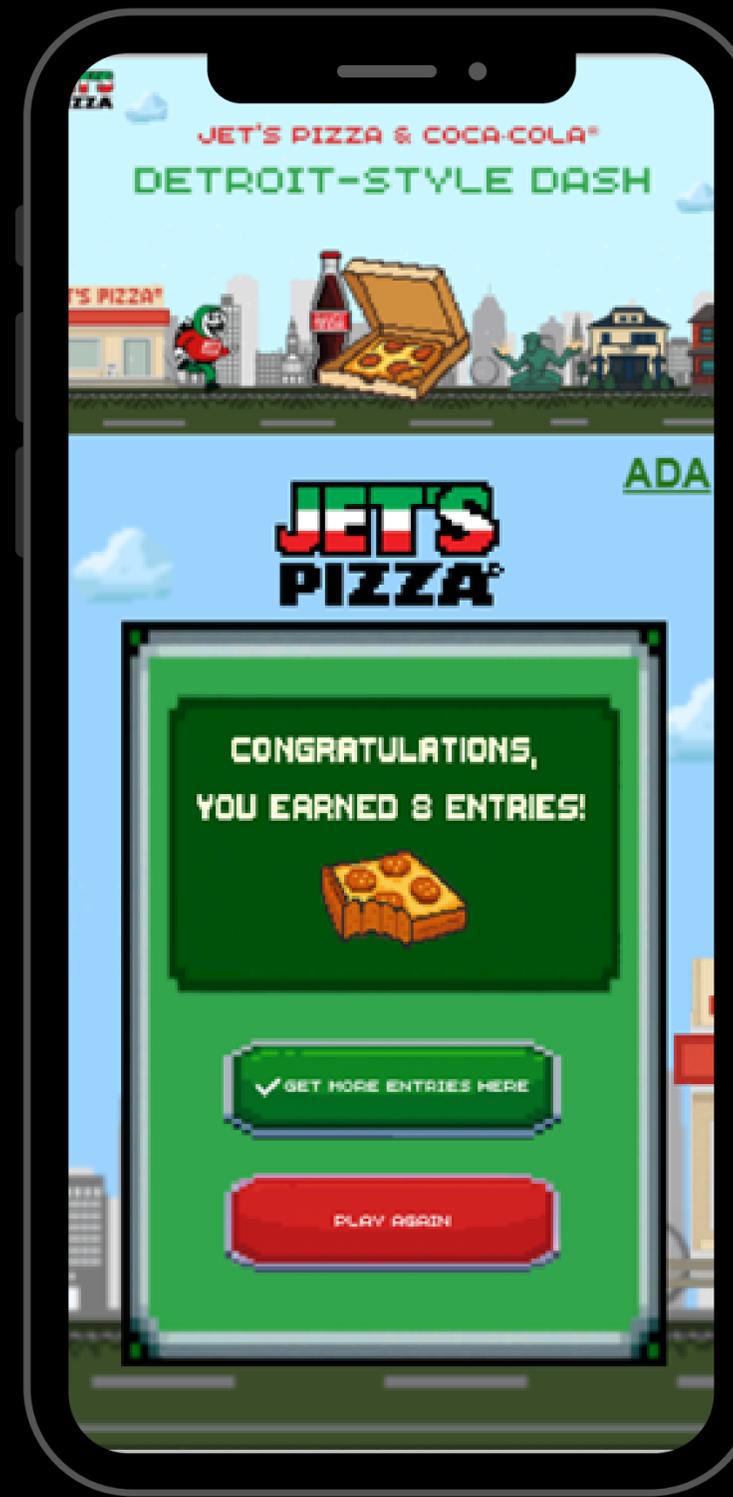


✓ BUSINESS PARTNERSHIPS

THE JET'S PIZZA AND COCA-COLA SWEEPSTAKES

The Jet's Pizza and Coca-Cola Sweepstakes was executed around national Detroit-Style pizza day and was designed to drive customer engagement, grow loyalty signups, and reinforce that Coca-Cola is now available at Jet's. Consumers scanned a QR code or visited the promotion site, where they played an interactive game to earn sweepstakes entries. Additional entries were unlocked through social engagement, sharing the promotion, joining Jet's Rewards, and completing bonus games.

The promotion featured a Grand Prize epic theme park travel experience, along with a First Prize of Jet's Pizza for a year awarded as gift cards.



 **OBTAIN MARKETING/PR CONTENT**

THE ALDI QUARTER CLUB CONTEST

The ALDI Quarter Club Contest celebrated ALDI's iconic quarter cart by inviting passionate fans to prove how far their loyalty goes for a chance to be inducted into an exclusive group of 25 ALDI super fans. Consumers entered by submitting a short essay and a photo showcasing their ALDI love.

Grand Prize winners received a year's worth of ALDI groceries, branded merchandise, and an exclusive trip to ALDI headquarters in Batavia, IL, creating a highly engaging, community-driven promotion that reinforced brand loyalty.



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aldiusa Calling our BIGGEST fans, this contest is for you. We're rolling out the red carpet for 25 ultimate ALDI fanatics to join the ALDI Quarter Club. That's right, a club that's all about celebrating our most loyal shoppers with epic perks, unforgettable experiences and serious bragging rights. Have you got what it takes? This week only you have a chance to claim your spot in the club. Check out the link in our bio to learn all about how to enter the contest. No purchase necessary. 18+ in 50 U.S. & D.C. Ends 8/29/25. See Rules link in bio.

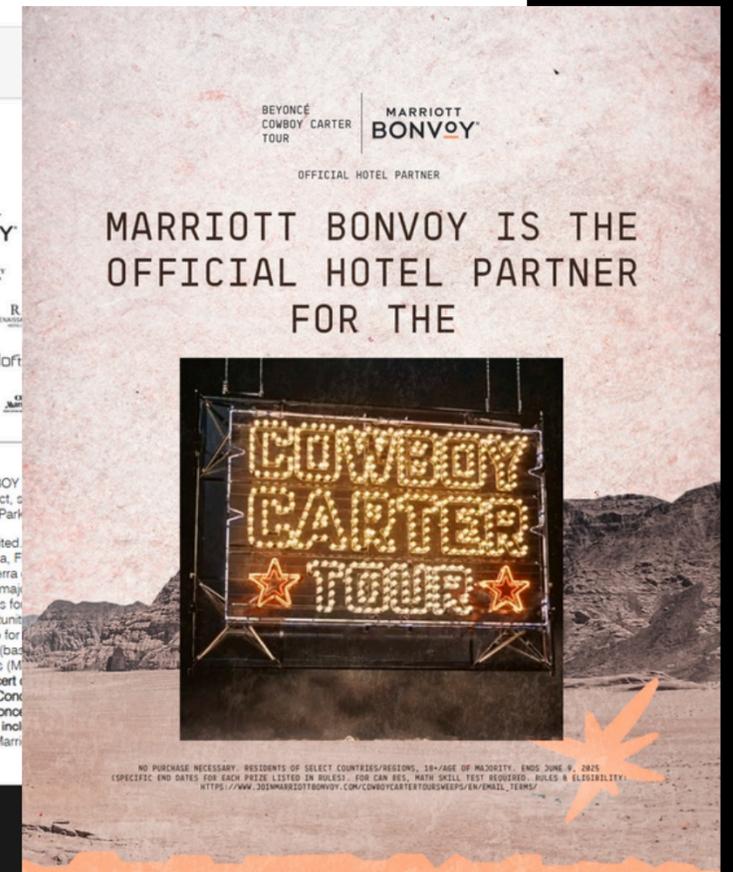
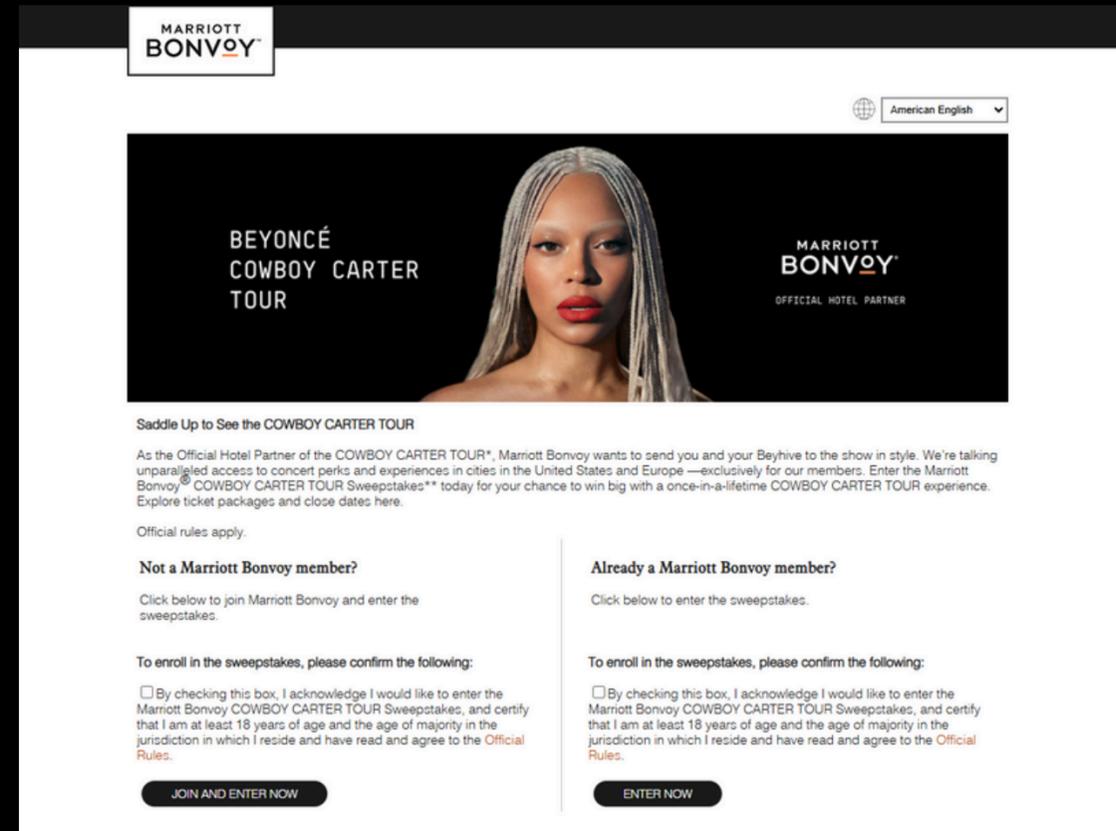


✓ **DRIVE PROGRAM REGISTRATIONS**

MARRIOTT BONVOY® COWBOY CARTER TOUR SWEEPSTAKES

This global sweepstakes, available in more than 15 countries, was designed to drive new Marriott Bonvoy enrollments while engaging existing members through a highly exclusive music experience. Consumers entered by visiting the promotion site and either registering with their Marriott Bonvoy member number or signing up for a new account.

The promotion awarded five Global Grand Prizes, each including a trip for six to attend a COWBOY CARTER TOUR concert with air transportation, hotel accommodations, concert tickets, a pre-concert glam session, and a Marriott Bonvoy welcome gift. Additional Tickets-Only prizes were also awarded.



✓ STRENGTHEN BRAND LOYALTY

PORSCHE “THERE IS NO SUBSTITUTE” SWEEPSTAKES

Consumers were asked to share how Porsche makes them feel by submitting a photo or video, or they could enter without submitting a photo/video by completing a registration form.

Two winners each received a trip for themselves and a companion to the Porsche Experience Center of their choice in Atlanta, GA, or Los Angeles, CA, including air transportation, hotel accommodations, ground transportation, a \$500 travel stipend, and a \$2,000 PEC Experience for each winner and companion.

PORSCHE

What's your Porsche story?

There is no substitute for a Porsche. For the drive, the feeling, the "whoa." The admirers. The enthusiasts. The drivers. The obsessed.

We're putting out a call to all of you who "get it" – the dreamers who press their faces against showroom windows, the purists who know every model by heart and the drivers who count down the moments until you can drive again. Your stories drive us.

In submitting your stories, you'll have a chance to win a Porsche Driving Experience.

Name

Email

Instagram Handle

If you were to share with a friend why there is no substitute for a Porsche, what would you tell them?



PROMOTION TACTICS

Tactics to Capture Attention and Drive Engagement

SWEEPSTAKES

Used most commonly for business goals and works across multiple channels seamlessly

USER GENERATED CONTENT

Harnesses authentic content from consumers to build engagement and advocacy

INSTANT WIN GAMES

Provides immediate gratification and works online, on-pack, and at events

DIGITAL ENGAGEMENT

Increases awareness and participation through interactive, social and gamified experiences

CONTESTS

Connect people to your brand and build relationships while providing unique content

EVENT ACTIVATIONS

Create memorable brand experiences through on-site activations, pop-ups and brand launches

SALES INCENTIVES

Rewards customers or partners to drive trial and encourage repeat business

B2B AND TRADE

Encourages distributors and partners to maximize performance and sales efforts



ZAPP'S® TASTEMAKER TOUR GIVEAWAY

The Zapp's® Tastemaker Tour Giveaway aimed to raise awareness for Zapp's potato chips by offering fans an exclusive Tastemakers experience in New Orleans during Mardi Gras. Consumers entered by completing a registration form online and selecting up to eight preferred tour dates.

Grand Prize winners (30 per tour date, 240 total) received an exclusive New Orleans tour for themselves and a guest, including food and drinks.

➔

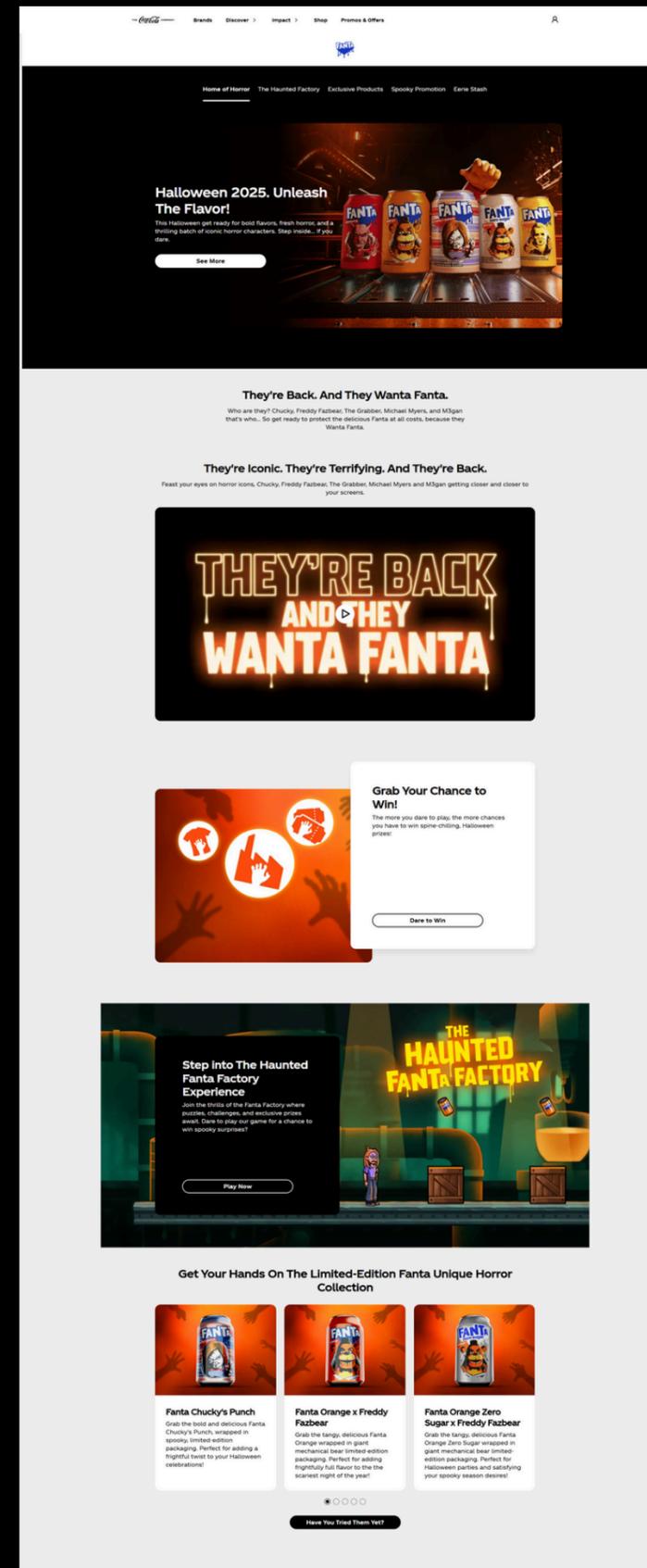


THE FANTA HALLOWEEN GIVEAWAY

Participants accessed the promotion by scanning a QR code from participating media or retailers, or by visiting the site directly, then logging in or creating a free Coca-Cola account to play an animated game.

Players collected virtual Fanta cans across five levels to earn points for an “Entry Bank,” with bonus points for collecting all cans in a level. Once enough points were banked, participants chose a Prize Pool to receive an entry into the sweepstakes or an instant-win game play. Alternate email and mail methods of entry and game play were also offered.

The Instant Win prizes included 1,000 sets of Fanta Halloween cups, while the sweepstakes prizes featured branded windbreakers, movie tickets, concession vouchers, and the Grand Prize of a Halloween guided trip to Brooklyn, NY.



TYLER PERRY STUDIOS DREAM COLLECTIVE CONTEST

Tyler Perry Studios launched the Dream Collective to spotlight emerging filmmakers and provide hands-on experience in a world class studio setting. Creators applied by submitting original narrative projects and supporting materials that showcased their storytelling talent and potential.

Ten winners received a trip to Atlanta for a 10-day advanced workshop at Tyler Perry Studios, including accommodations, meals, air and ground transportation, and a \$5,000 stipend. Five Grand Prize winners also earned the opportunity to produce a short film with studio resources, professional crew, and end-to-end mentorship.

APPLICATIONS ARE CLOSED

TYLER PERRY STUDIOS
DREAM COLLECTIVE

PROGRAM DETAILS OFFICIAL RULES FAQs

TYLER PERRY STUDIOS DREAM COLLECTIVE

Applications are closed

“Believe you can! Pray you will! And work your ass off until you see it come to pass and then work harder!!”

- Tyler Perry

“Apply Now” - TPS Dream Collective

Tyler Perry Studios

DON'T SLEEP ON THE POWER OF A DREAM.

You know those vivid, audacious, live and in-living-color dreams, the kind that won't let you rest. Dreams that shake you out of your slumber, linger long enough for you to take note, and then shapeshift into your own North Star.

Tyler Perry has always been a dreamer. A true believer. Indeed, the motto of his 330-acre film production studio is “A Place Where Even Dreams Believe.” He is, as the old saying goes, the embodiment of his ancestors’ wildest dreams. As such, the famously hardworking writer / director / actor / entrepreneur honors those who came before him by sharing the wealth. So it's fitting that in this, Tyler's 20th year in Hollywood, he's launching an official program aimed to educate and uplift aspiring directors.





CONTEST

DUCK® BRAND DUCT TAPE STUCK AT PROM® SCHOLARSHIP CONTEST

High school students showcased their creativity by designing and wearing prom attire made primarily from Duck® Brand duct tape. Participants submitted photos of their original Duck Tape® creations in either the Dress or Tux categories. A panel of judges selected the top five finalists in each category, whose entries were then featured on the contest voting site for community voting. The winners were determined based on the greatest number of valid votes, while all finalists received recognition and prizes for their inventive designs.

The contest awarded a total of thirteen scholarships, including two \$15,000 First Place prizes for the Dress and Tux categories, eight \$1,000 Runner-Up scholarships with Duck® Brand prize packs, and three additional \$1,000 Special Category scholarships.

STUCK AT PROM SCHOLARSHIP CONTEST 2024 GALLERY WINNERS INSPIRATION RULES FAQ DUCK BRAND

25

STUCK AT PROM SCHOLARSHIP CONTEST Anniversary

SAVE THE DATES

This year Duck Brand® is celebrating its 25th anniversary of the Stuck At Prom® Scholarship Contest, and we can't wait to celebrate with you! Join over 8,500 students who created one-of-a-kind Duck Tape® promwear in this historic scholarship contest for a chance to win big.

Have questions? Check out our [Stuck at Prom® Scholarship Contest Official Rules](#) and [FAQs](#) for more details.

ENTRY PERIOD OPENS MARCH 26, 2025

VOTING PERIOD OPENS JUNE 25, 2025

HOW IT WORKS

STEP #1 - CREATE
Create and wear your original promwear using Duck® Brand Duct Tape and/or Duck® Brand Crafting Tape. Remember to take a high resolution pic of the big moment! See [official rules](#) for details.

STEP #2 - SUBMIT
Fill out the entry form where you'll upload at least one pic of yourself in your Duck® promwear and fill in more details. Don't forget to get your parent's permission if you're under 18 years old for the photography release. After you submit, a confirmation email will be delivered right to your inbox.

STEP #3 - VOTE
Have a favorite you want to win? Opt in below using your email address to find out who makes the top 10 so you can vote!

[OFFICIAL RULES | FAQs](#)

PRIZES

- Dress Grand Prize**
\$15,000 will be awarded to the winner of the Dress Category.
- Tux Grand Prize**
\$15,000 will be awarded to the winner of the Tux Category.
- Dress Runners-Up**
\$1000 Four Dress Category Runners Up will each win a \$1000 Cash Scholarship and Duck® Brand Prize Pack worth \$100.
- Tux Runners-Up**
\$1000 Four Tux Category Runners Up will each win a \$1000 Cash Scholarship and Duck® Brand Prize Pack worth \$100.
- Judges' Choice Awards**
\$1000 In addition to the grand and runner-up prizes, three of the top 8 runners-up will receive a Judge's Choice award plus another \$1,000 Cash Scholarship.

2024 WINNERS

Runners Up

Past Winners

MONICA W. ISAAC C. VICTORIA S. BRIE A.

[SEE ALL OF THE PAST WINNERS](#)

SIGN UP TO STAY IN THE KNOW

WANT TO JOIN THE DUCK TAPE COMMUNITY AND YOUR CONTACT INFO TO BE KEPT WITH HELP FOR THE PAGE ON CONTESTS & MORE.

FIRST NAME * LAST NAME *

EMAIL ADDRESS *

I've read and agree to the [Official Rules](#)

GET MY VOTE

MONICA W. ISAAC C. VICTORIA S. BRIE A.

NEXT: VOTE FOR BEST TUX

[DUCK TAPE](#)





SALES INCENTIVE

BUSH'S HOST YOUR OWN CHILI NIGHT OFFER

Bush's Host Your Own Chili Night Offer was designed to encourage real-life connection by bringing families and friends back to the dinner table. In support of Bush's belief that chili brings people together, the promotion launched alongside the new Chili Nights booking platform, making it easy for consumers to turn an everyday meal into a memorable at-home occasion.

During the two-week offer period, the first 200 eligible consumers to register received a Chili Night Toolkit featuring Bush's® Chili Beans coupons and Brian Baumgartner's famous chili recipe.



Host your own Chili Night through the new Chili Nights booking platform, powered by Eventbrite – making it easier for chili lovers and home cooks nationwide to host family and friends.

Get The Goods (And The Beans)

The first 200 eligible hosts who sign up unlock everything they need for a memorable Chili Night, including an exclusive toolkit with Bush's Chili Beans coupons, Brian's famous chili recipe and his expert tips for hosting sent directly to their home.

Watch Video





OFFER

THE COCA-COLA HAT TRICK OFFER WITH CIRCLE K

Participants entered by purchasing at least two products from one of three tiers: Coca-Cola 20oz bottles; smartwater or Gold Peak (any size); or vitaminwater or Dasani (any size), at participating Circle K locations. By scanning a QR code on marketing materials or visiting the promotion site directly, participants had to complete a registration form and upload their receipt. Receipt needed to include the qualifying purchases, transaction date, purchase total and participating store.

Each valid claim earned a “Goal” reward via PayPal or Venmo (ranging from \$1.50 to \$2.00), and participants who achieved three Goals across any combination of tiers received a \$20 Fanatics eGift card “Hat Trick”. Participants could submit one receipt per day and earn up to twelve Goals and four Hat Tricks during the Offer Period.

Score a Hat Trick. Get Rewarded!

Buy. Upload. Score. Unlock up to \$5.50 cash back* + a \$20 Fanatics eGift Card*

FOLLOW THESE SIMPLE STEPS TO SUBMIT YOUR RECEIPT AND SCORE BIG!

PURCHASE
Score a goal when you buy any of the following combos at a participating Circle K:
Goal 1: Buy (2) Coca-Cola® 20oz bottles Earn \$1.50!
Goal 2: Buy (2) smartwater® and/or Gold Peak®, any size Earn \$2.00!
Goal 3: Buy (2) vitaminwater® and/or Dasani®, any size Earn \$2.00!
Score a hat trick (3 goals) to Earn a \$20 Fanatics eGift Card!
For a list of participating stores, click here.

UPLOAD
Upload your Circle K receipt with qualifying purchases.
To see participating products, click here.

SCORE
Score a hat trick (3 goals) to earn a \$20 Fanatics eGift Card!

The warm-up is over, now it's time to get in the game!

UPLOAD RECEIPT **HOW TO SCORE**

Receipt uploads must be received by 8:59 am CT on 11/3/25.
You can score up to 12 total Goals and 4 total Hat Tricks during the Offer Period by uploading 1 receipt per day.

Track your goals and see how close you are to scoring a hat trick and unlocking the \$20 Fanatics eGift Card.

Your Progress:
Goals Pending – Receipts waiting for ref's verification:
Goals Scored: (0 of 3)
Hat Tricks Completed: (1 of 4)

Your Offers:

- Buy (2) Coca-Cola® 20oz Earn \$1.50¹
- Buy (2) smartwater® or Gold Peak®, any size Earn \$2.00¹
- Buy (2) vitaminwater® or Dasani®, any size Earn \$2.00¹

UPLOAD RECEIPT

CIRCLE K
¹While supplies last



SKINPEN® FEEL SEEN \$100 REBATE PROGRAM

This SkinPen® Feel Seen \$100 Rebate program was created to incentivize consumers to purchase a series of 3 or more SkinPen microneedling treatments from an eligible health care practice.

Eligible consumers who made a qualifying purchase and uploaded a valid receipt with the required information were sent a \$100 rebate in the form of a mailed check.



Feel Seen
Reveal Your Most Radiant Skin

Receive \$100 back when you purchase a series of 3+ SkinPen treatments and submit your receipt.

Bonus: When you submit, you'll automatically be entered for a chance to win 6 additional SkinPen treatments!

Claim your \$100 rebate now—just scan and upload your receipt!

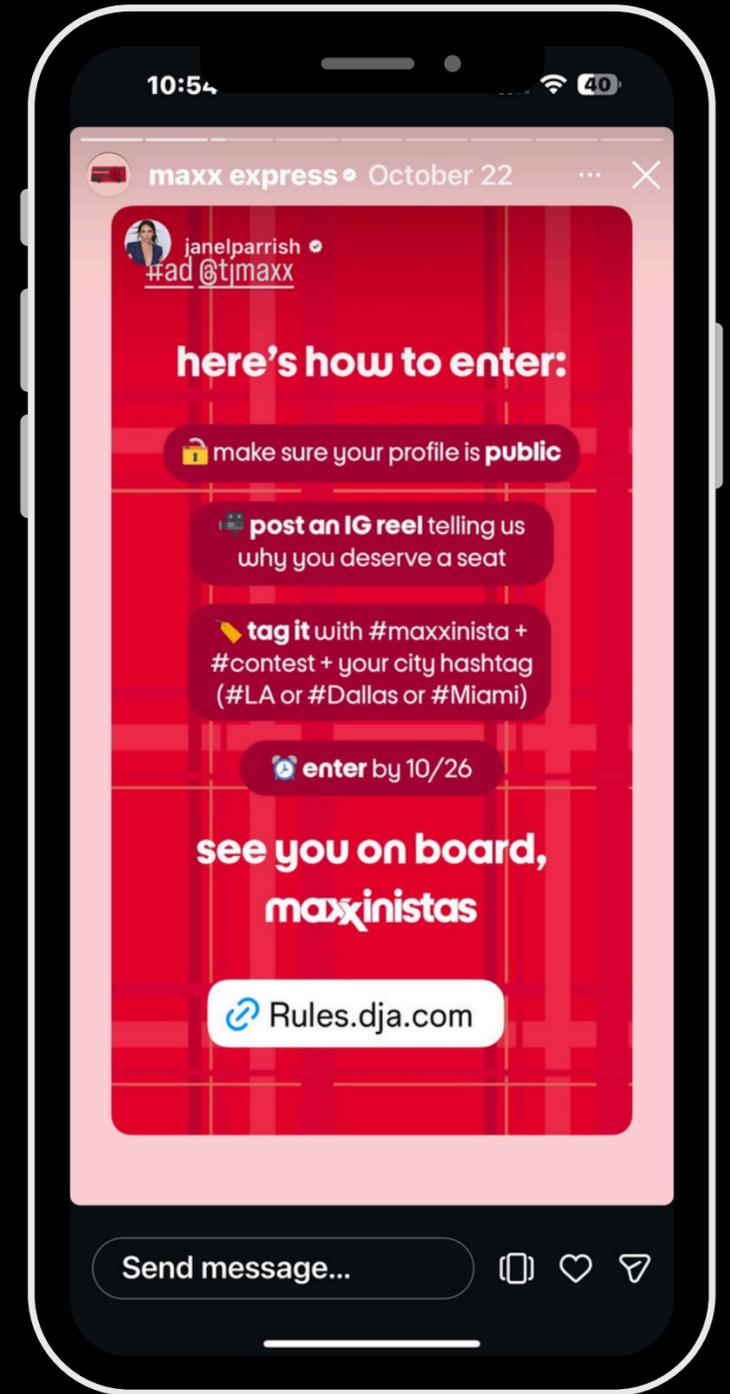
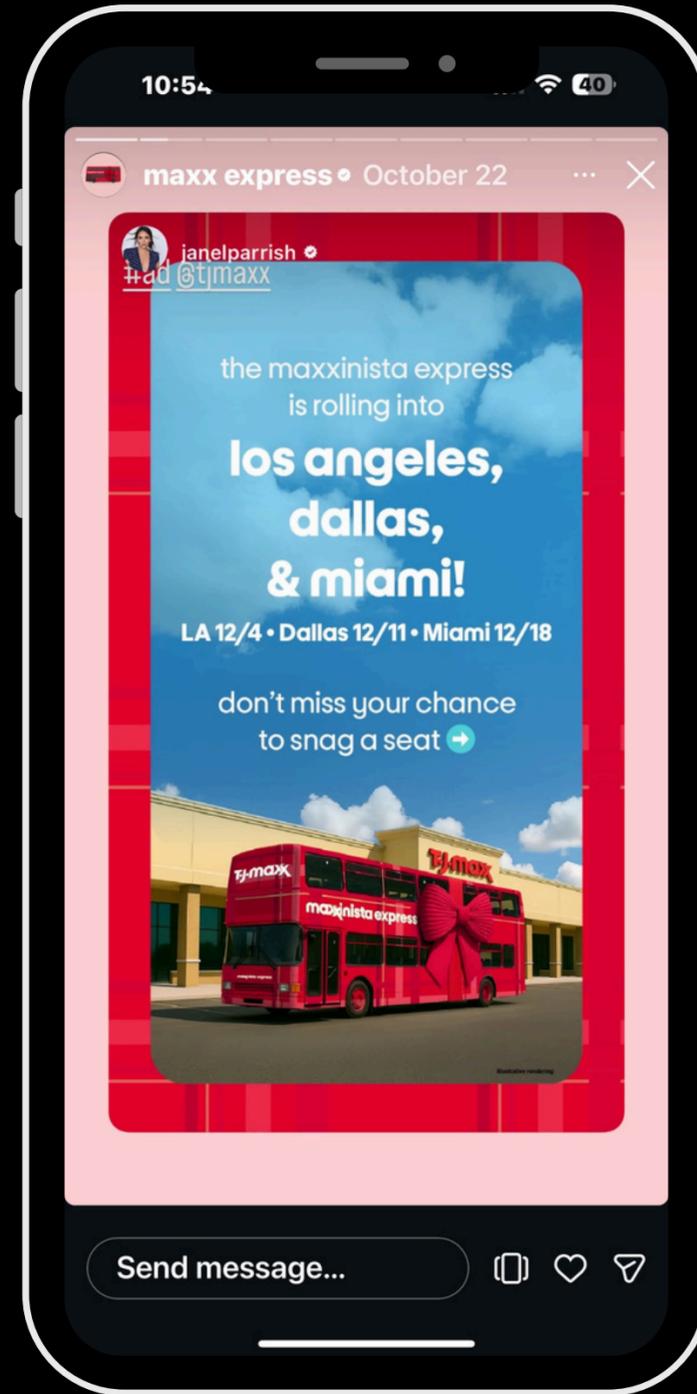


➔ USER GENERATED CONTENT

THE TJ MAXX MAXXINISTA EXPRESS CONTEST

Consumers were invited to showcase their personality and love of the brand for a chance to win a one-of-a-kind holiday shopping experience. Consumers entered by posting a video on Instagram explaining why they deserved a seat on the TJ MAXX MAXXINISTA Express bus, including city-specific hashtags to enter for the Los Angeles, Dallas–Fort Worth, or Miami markets.

Up to 15 winners (five per city) were selected to enjoy an exclusive hop-on, hop-off shopping tour in their city, complete with a curated bag of branded items and a \$300 TJ Maxx gift card.

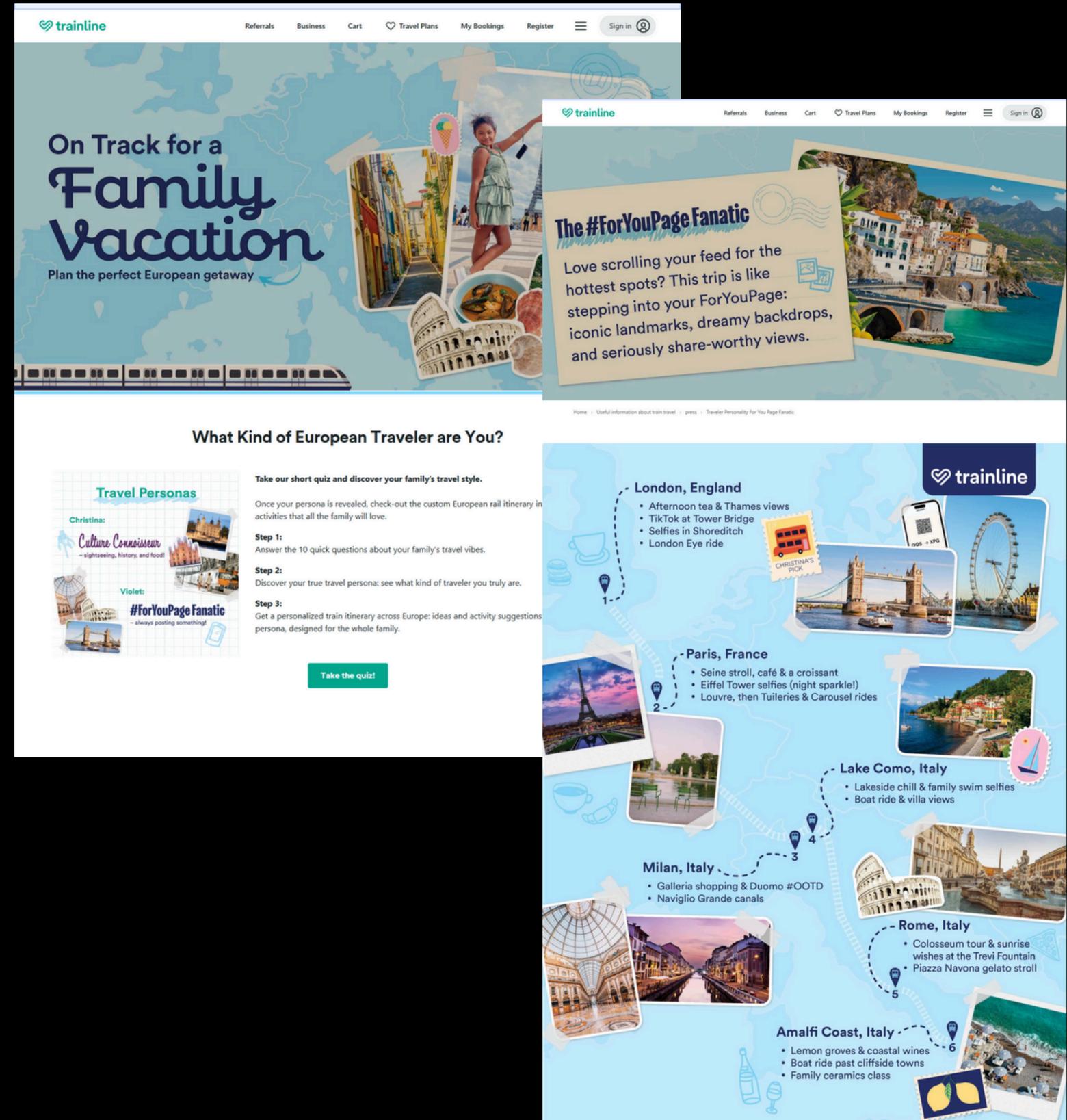




TRAINLINE TEEN QUIZ DIGITAL ENGAGEMENT

Trainline Teen Quiz was an interactive digital activation designed to help families discover their unique European travel persona while seamlessly inspiring trip planning.

Through a short, engaging 10-question quiz, participants explored their family's travel vibes and uncovered what kind of European traveler they truly are. Upon revealing their persona, participants were rewarded with a curated, personalized rail itinerary across Europe, complete with destination highlights and activity recommendations tailored to their interests and ideal for the whole family.





EVENT ACTIVATION

DOVE HOT SEATS PROMOTION

A location-based scavenger hunt was designed to drive excitement and real-time consumer engagement. During the 2-day promotion period, eligible consumers were encouraged to track down branded Dove trucks in select cities by following clues and using passwords released on Reddit.

Once consumers located a truck, they scanned a QR code to access the promotion website, entered the password, and completed a registration form for a chance to win prizes. The first eligible entrants per location received two tickets to attend a Charli XCX concert in their city.

DOVE WHOLE BODY DEO PRESENTS

hot seats

BRINGING YOU THE HOTTEST TICKETS IN TOWN

[Go to Reddit](#)

DOVE WHOLE BODY DEO

Deo for the dance floor

With superior odor protection, fragrance and skincare benefits, Dove Whole Body Deo lets you dance like nobody's smelling.

[LEARN MORE](#)

Looking for Hot Seats?

They're up for grabs. But if you want tickets, you'll have to find them...

- 01 Hot Seats will drop as QR codes on trucks located in the city of our next concert.
- 02 We'll drop clues at reddit.com/r/dovehotseats to help you find them all across the city.
- 03 Find and scan the QR code before anyone else and a pair of tickets are yours.
- 04 Check back here and our Reddit page for clues leading up to the next big drop.

You just scored a pair of Hot Seats powered by Dove Whole Body Deo.

You will receive your tickets via email.

California Privacy Notice





B2B / TRADE PROMOTIONS

THE FEDEX VACAY YOUR WAY SWEEPSTAKES

This promotion was designed to drive awareness of FedEx's shipping solutions and support the company's revenue goals in key markets. Eligible businesses and consumers entered by registering online with a FedEx account and earned additional entries through qualifying FedEx shipments, by enrolling in the FedEx Rewards program or by mailing in entries.

The sweepstakes offered a range of enticing prizes, including four grand prize vacation packages which featured trips to Reykjavik, Iceland; Sicily, Italy; Maui, Hawaii; or an Alaskan cruise, as well as cash prizes of \$5,000 and \$2,000.

Home • FedEx Sweepstakes • Vacay Your Way Sweepstakes

The FedEx Vacay Your Way Sweepstakes

REGISTER NOW

Iceland. Sicily. Hawaii. Alaska.
Enter for the chance to make *your* choice.*

Would you prefer to eat like an Italian local in Sicily or take in the northern lights in Iceland? Hang ten in Maui or cruise your way to Alaskan glaciers? No matter where you want to go, the FedEx Vacay Your Way Sweepstakes offers an adventure for everyone.

Once you've registered, ship through May 30, 2025. You can earn up to 200 total entries by using eligible FedEx® services!

ENTER NOW

You'll need a FedEx account to enter. If you don't have one, [open one for free](#) and get discounts on shipping.
*No purchase necessary.

Two Grand Prize winners
Each trip is for two. Which view would you choose?

Iceland
8-day, 7-night accommodations at Reykjavik EDITION, a 5-star luxury hotel

- Tickets to the Blue Lagoon
- Choice of 3 excursions, including the scenic Golden Circle tour, whale watching, glacier kayaking, and more

Sicily
9-day, 8-night accommodations at Palace Catania in Catania and Grand Hotel et Des Palmes in Palermo

- Tickets to Mount Etna and Taormina Village
- Choice of 3 excursions, including a Catania street food tour, a Palermo, Monreale, and Mondello tour, and a Sicilian cooking class

Hawaii
8-day, 7-night accommodations at Sheraton Maui Resort and Spa

- Big Island helicopter tour
- Full-day sightseeing tour
- Maui hula show

Alaska
8-day, 7-night cruise aboard the Royal Princess, with ocean-view cabin and balcony

- Glacier tour in Juneau
- Destinations include Seattle, Juneau, Glacier Bay National Park, Ketchikan, Skagway, and Victoria, Canada

All vacation packages include:

- Round-trip air transportation
- Ground transportation
- \$1,000 in spending money
- Luxury accommodations



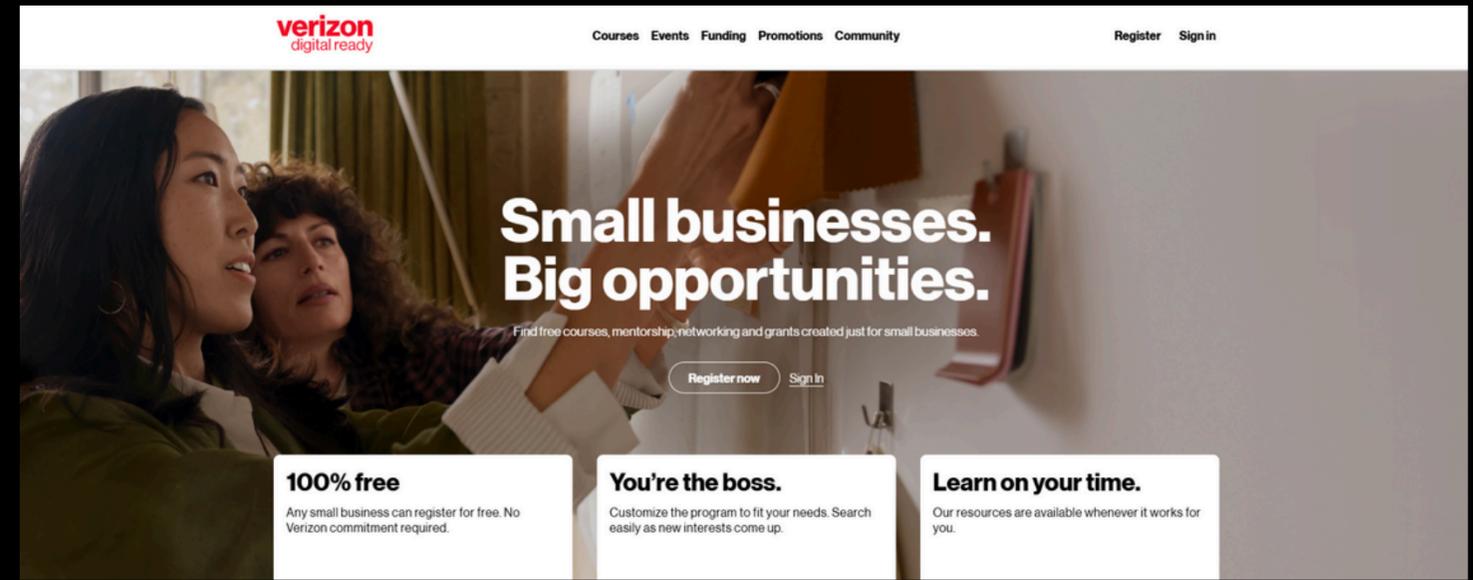


TRADE PROMOTIONS

VERIZON SMALL BUSINESS TRAINING CAMP PROMOTION

The Verizon Digital Ready NFL Sweepstakes aimed to increase awareness of Verizon's Digital Ready services during low-peak times by leveraging Verizon's NFL sponsorship. Eligible business owners earned entries by completing at least two courses on the Digital Ready platform and uploading a video on Instagram, X, LinkedIn, Facebook, TikTok or YouTube, sharing their business journey and how Digital Ready helped their business grow.

The promotion featured 21 Grand Prizes of a trip to San Francisco with the opportunity to participate in an exclusive experience with Drew Brees, ex-NFL football player and Kristin Juszczyk, Fashion Business Owner.



WHAT'S HOT IN PRIZE TRENDS

The most in-demand prizes that spark buzz, boost participation and drive engagement.



EXPERIENTIAL PRIZES

Memorable, one-of-a-kind experiences that winners will never forget



TRIPS AND GETAWAYS

Dream vacations that take winners to top travel destinations



DIGITAL GIFT CARDS

Instant, customizable prizes to fit every winner's taste



SPORTING EVENTS

Exclusive access to live games for the ultimate fan experience



BRANDED MERCHANDISE

Unique branded items that leave a lasting impression of the brand



ELECTRONICS PRIZES

The latest gadgets and tech that wow and excite



➔ HIGH-IMPACT PRIZE STRUCTURE

MINUTE MAID BRING THE JUICE GIVEAWAY

The Minute Maid Bring the Juice Giveaway paired the high-energy excitement of WWE with Minute Maid's iconic brand to deliver a culturally relevant promotion featuring some of the hottest prizes available.

Fans entered by scanning QR codes on select retail and digital materials or visiting the promotional website, where they logged in or created a Coca-Cola account to submit one daily entry into both Weekly and Grand Prize drawings.

Prizes spanned highly sought-after WWE merchandise, exclusive flyaway trips to Monday Night RAW events in select weeks, and a Grand Prize trip to SummerSlam 2025.

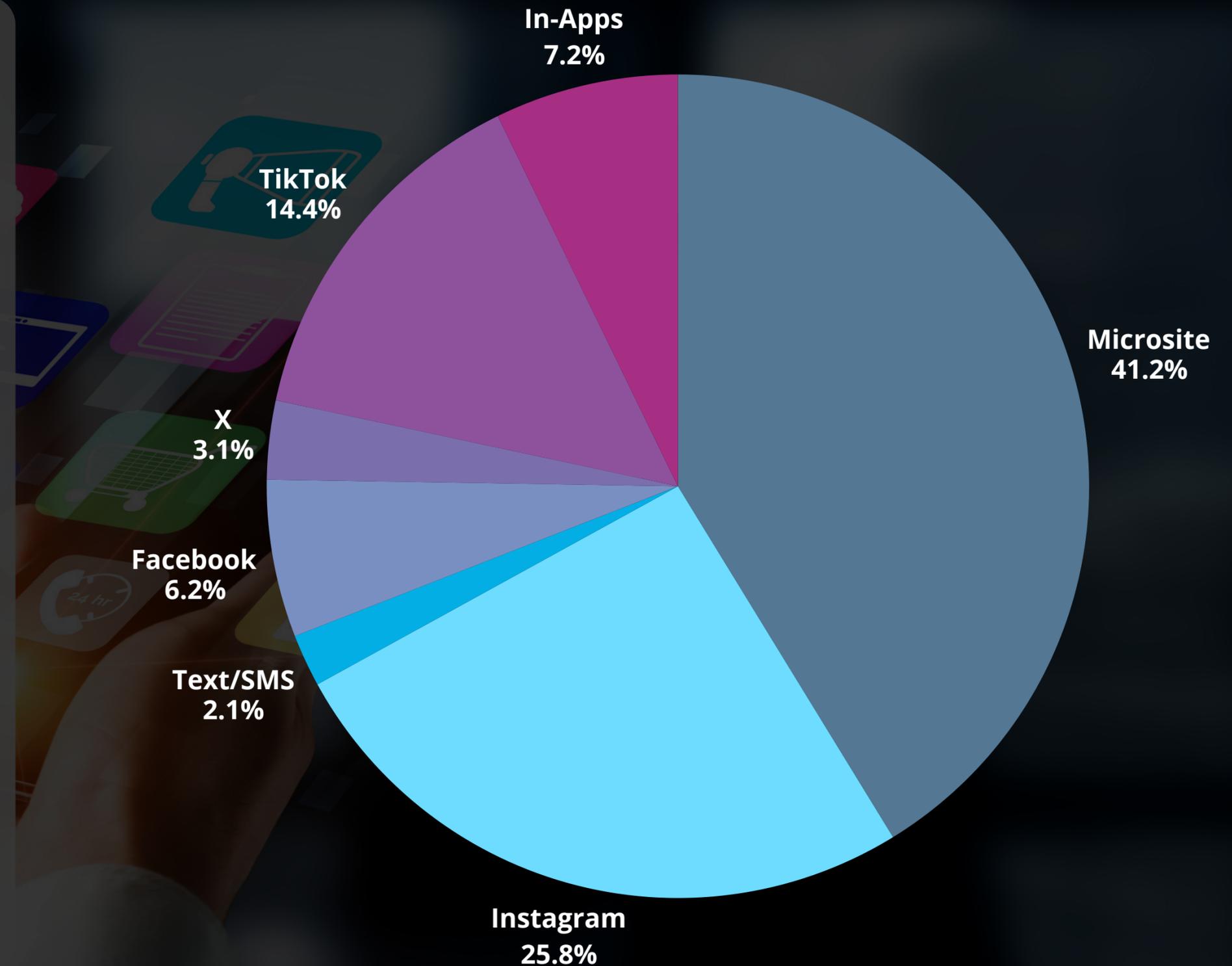
The screenshot displays the promotional website for the Minute Maid Bring the Juice Giveaway. At the top, there is a navigation bar with 'Brands', 'Discover', 'Impact', 'Shop', and 'Promos & Offers'. Below this is a 'Prize Details' section with a 'Minute Maid' logo and a 'WWE' logo, and a yellow 'Enter the Giveaway' button. The main content area features a large image of a SummerSlam event with the text 'One Grand Prize + Plenty of Weekly Prizes' and 'Enter every day for a chance at one of the twelve weekly prize drawings. Plus every entry gets you a shot at the exclusive SummerSlam 2025 Experience, too.' Below this is a 'Grand Prize SummerSlam Experience' section with a 'Enter the Giveaway' button. To the right, a grid of prizes is displayed under the heading 'Sweet Gear Every Week'. The prizes include: Minute Maid-WWE Champion Chain (4/17-4/23), WWE Waffle Maker (4/24-4/30), Fanatics WWE Knit Hat (5/1-5/7), Personalized Video From a Superstar (5/8-5/14), Minute Maid-WWE Fandana (5/15-5/21), Fanatics WWE Socks (5/22-5/28), Gaming Console Bundle (5/29-6/4), \$50 WWE Shop Gift Card (6/5-6/11), WWE Championship Fanny Pack (6/12-6/18), Minute Maid-WWE Speaker Cooler (6/19-6/25), Minute Maid-WWE Fan Pack (6/26-7/2), and Minute Maid-WWE Soft Cooler (7/3-7/13). At the bottom, there are two more prize categories: 'Weekly Prize RAW Superstar Experiences' and 'WWE VIP Experience' (2 tickets to RAW + a backstage tour), and 'Transportation + Hotel' (includes flights, hotel, ride-share gift card and more).



WHERE ARE PROMOTIONS BEING EXECUTED?

Promotion microsites and social channels continue to be popular, with an increase in promotions handled within apps.

Each channel has unique advantages and challenges, so it's important to evaluate them carefully to ensure alignment with your marketing objectives.



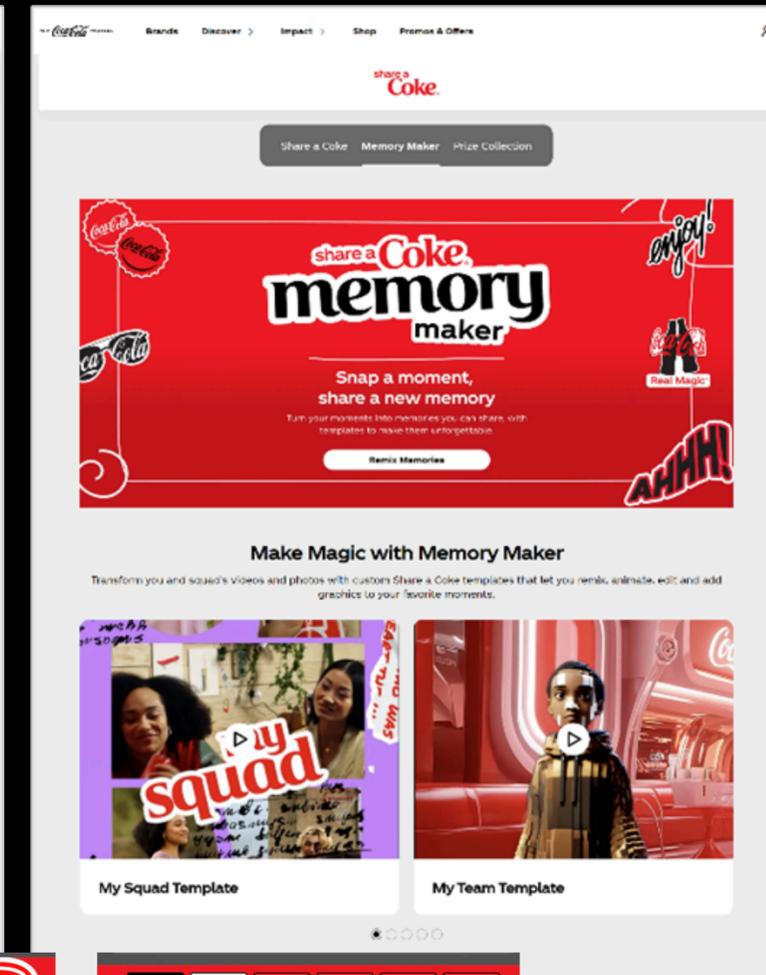
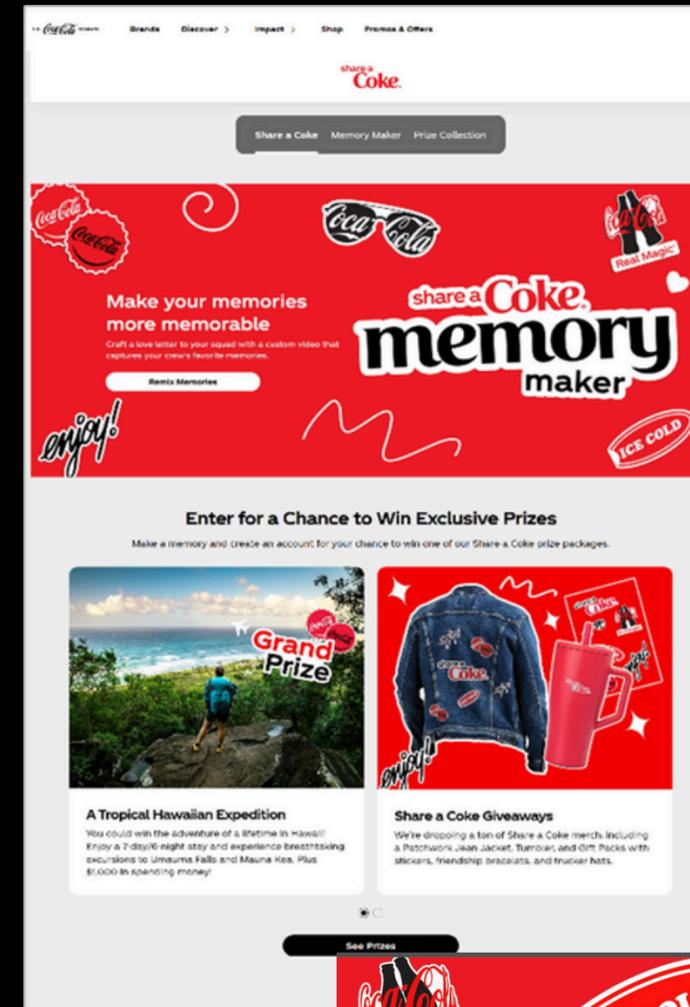


THE SHARE A COKE HAWAIIAN EXPEDITION SWEEPSTAKES

The Share a Coke Hawaiian Expedition Sweepstakes engaged fans with multiple ways to participate, from creating content using the Memory Maker filter on the website to scanning QR codes at sponsor-specified events, or entering via email.

The Sweepstakes featured seven weekly entry periods and an overall Grand Prize period, offering a wide array of prizes to encourage participation and drive Share a Coke product transactions.

Weekly prizes included Share a Coke Patchwork Jean Jackets, 30oz tumblers, \$35 Coca-Cola Store codes and Share a Coke Prize Packs. The Grand Prize awarded one lucky winner a trip for two to Kona, Hawaii.

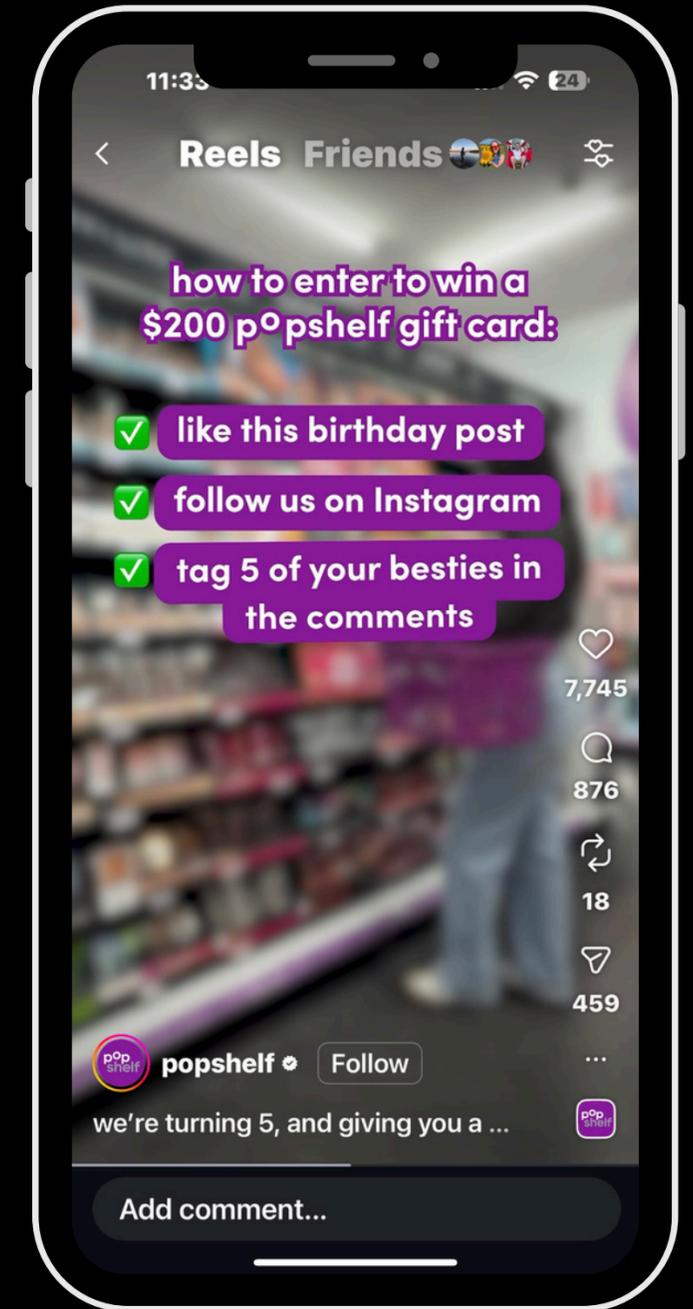
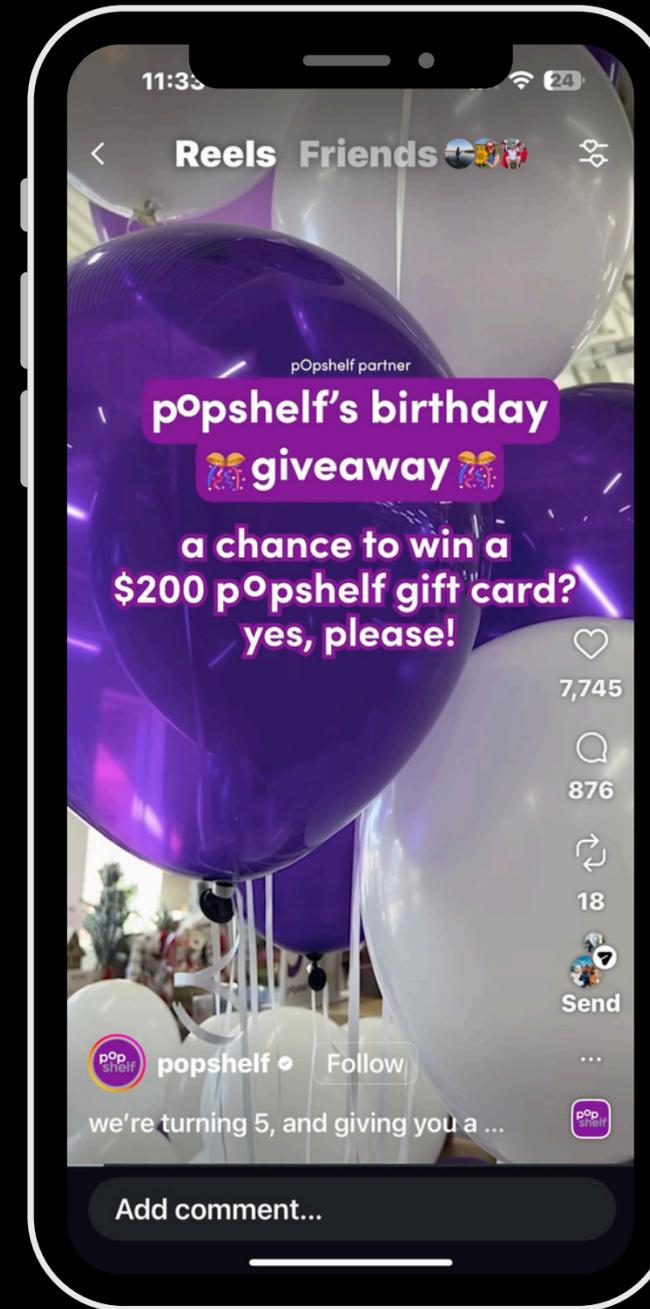




THE POPSHELF OCTOBER INSTAGRAM GIVEAWAY

The pOpshelf October Instagram Giveaway was created to boost brand engagement and grow the @pOpshelf Instagram audience while celebrating their five-year anniversary.

Consumers entered by liking the Sweepstakes post, following @pOpshelf, commenting with #5YearsOfpOpshelf, and tagging five friends. Five winners each received a \$200 pOpshelf gift card, creating excitement and encouraging social sharing on Instagram.





PETSMART CHIEF TOY TESTER CONTEST

This exciting contest was designed to build a more personal and trusted connection with pet parents by showcasing real pets interacting with PetSmart toys. To enter, participants completed an online entry form and submitted a photo, a short written story, and a 10–30 second public TikTok video of their dog or cat playing with its favorite toy, creating authentic, social-first content aligned with PetSmart’s Anything For Pets promise.

One dog and one cat were selected as PetSmart “Chief Toy Testers,” each receiving a 12-month "PR Contract" with PetSmart that included \$2,500 in cash awarded quarterly (\$10,000 total), 40,000 PetSmart Treats Rewards points, access to select toys, treats, and services throughout the year, VIP experiences at select in-store events, and an automatic upgrade to Very Important Pet Parent (VIPPP) status.

PetSmart is looking for 2026 Chief Toy Testers

Your pet could be our brand ambassador!

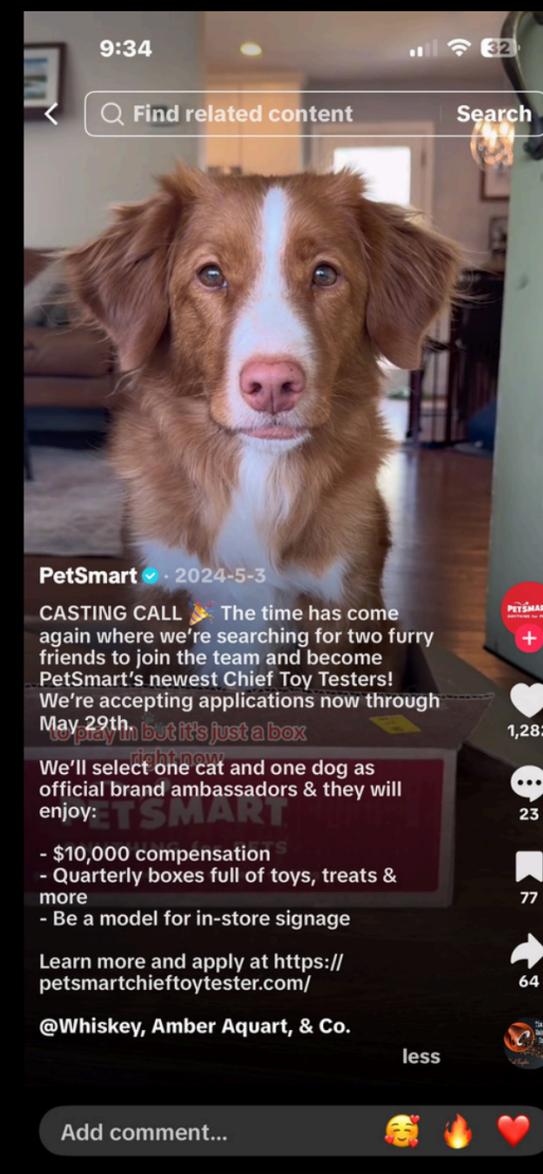
- Earn up to \$10,000
- Get early access to toys & more
- Earn VIPP (Very Important Pet Parent) Status

Leu Leu (2025 Chief Toy Testers)

Lupin

CHIEF TOY TESTER

PETSMART
ANYTHING for PETS

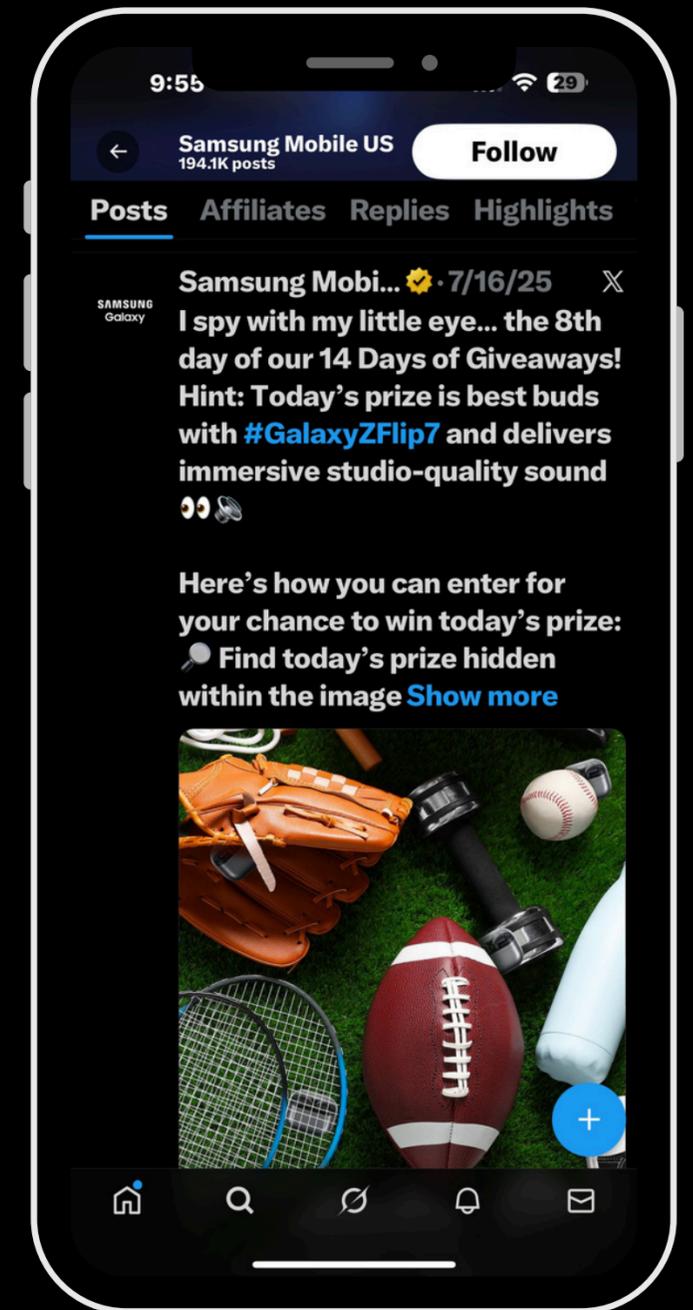
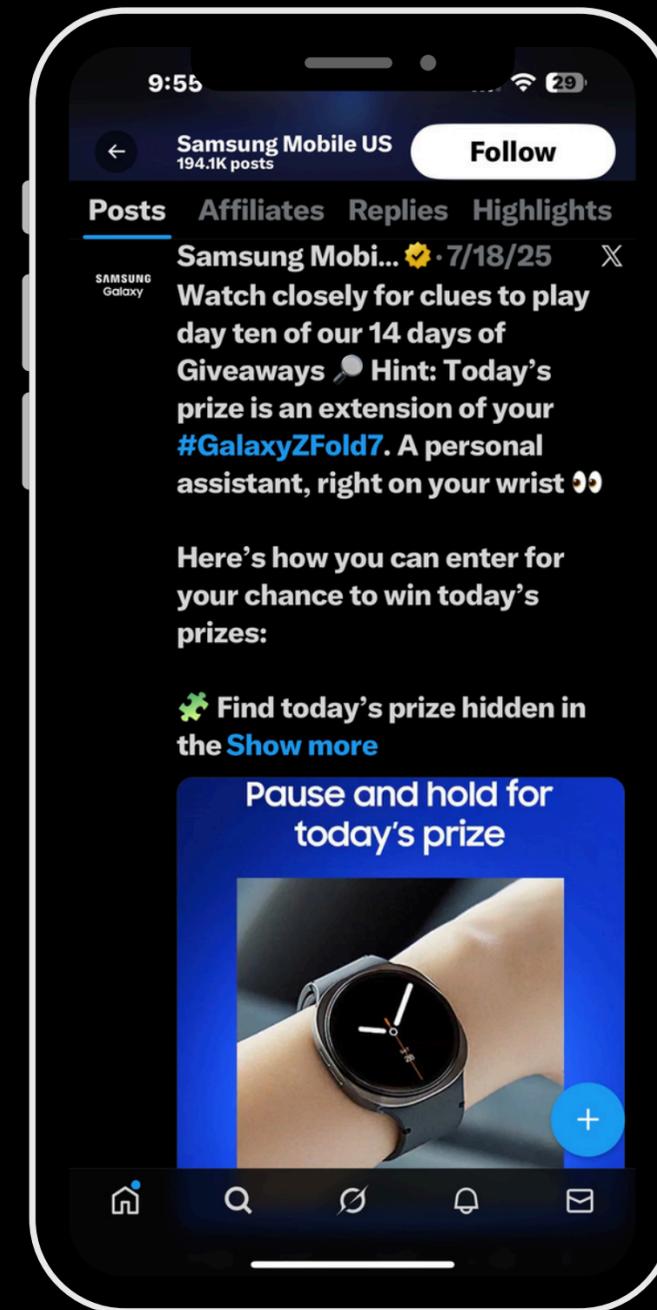




SAMSUNG 14 DAYS OF GIVEAWAYS

This promotion boosted brand awareness and engagement with daily prizes over a two-week period. Each day, SamsungMobileUS posted a challenge on X, prompting participants to follow specific instructions to enter that day's drawing. Some days featured multiple posts for different locations, giving participants a chance to win event tickets in their city.

Prizes included Samsung devices, Galaxy Watches, Galaxy Buds, exclusive swag bags, and tickets to events like Dude Perfect shows, Hard Summer, and Outside Lands, often paired with tax offset checks. This daily structure encouraged social interaction, repeat engagement, and amplified visibility for Samsung's products and experiences throughout the promotion.





AMERICAN STANDARD THE “ASEEN EVERYWHERE” SWEEPSTAKES

To boost brand awareness and social engagement, American Standard launched the “ASeen Everywhere” Sweepstakes, inviting consumers to share photos of American Standard products in their everyday environments on Facebook or Instagram.

By tagging the brand and using a dedicated hashtag, consumers generated authentic user-generated content while expanding reach across social platforms. The promotion awarded a Grand Prize of a wet area bathroom remodel valued at \$17,500 and broad-appeal gift card prizes, reinforcing American Standard’s presence in homes everywhere.

American Standard · Follow
September 17, 2025 · 🌐

From homes to public spaces we've delivered style and performance nationwide for 150 years. To celebrate, we're giving away a new bath/shower remodel to one lucky winner and \$150 gift cards to 150 winners.

To enter:

1. Post a photo of an American Standard product on Facebook and Instagram
2. Tag American Standard
3. Use the hashtag [#ASeenEverywhereSweepstakes](#)

No Purchase Necessary. 50 US/DC, 18+. Grand Prize exclusions apply. Ends 10/31/25.
Rules/Eligibility: [AmericanStandard.dja.com/rules](#)

ASeen Everywhere Sweepstakes

[#ASeenEverywhereSweepstakes](#)

To Enter:

1. Post a photo of American Standard products on Facebook or Instagram
2. Tag American Standard
3. Use the hashtag [#ASeenEverywhereSweepstakes](#)

American Standard



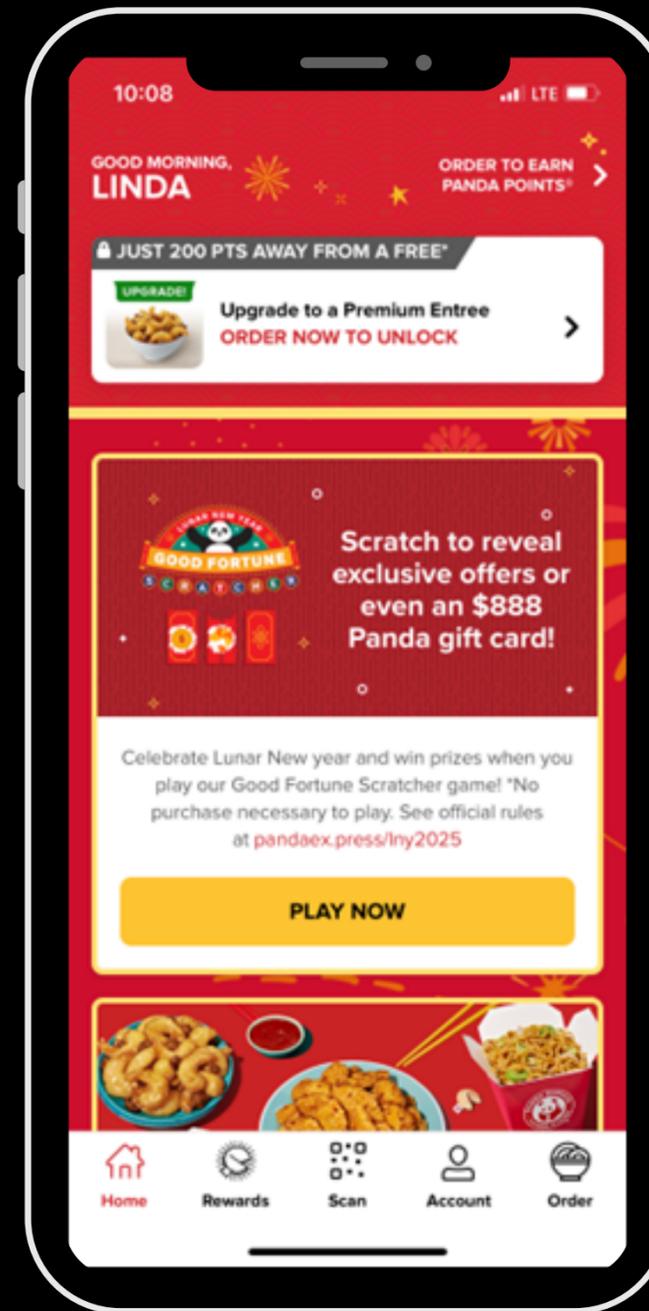


PANDA EXPRESS LUNAR NEW YEAR GOOD FORTUNE SCRATCHER GAME

The Panda Express Good Fortune Scratcher aimed to drive in-store traffic, reward existing Panda Rewards members, and encourage new sign-ups.

Players accessed the instant win game through the Panda Rewards app or website, scratching virtual game pieces weekly for a chance to win prizes or receive special offers.

Across four weekly play periods, prizes included \$888 and \$88 Panda Express digital gift cards, while offers featured discounts on family meals, free upgrades, and complimentary egg rolls.



PROMOTION MARKETING TRENDS

Key Trends Shaping Promotion Marketing: Driving Engagement, Loyalty, and Brand Impact

→ PRIZE DROPS

Prize drops encourage repeat visits for each new release, maintaining strong engagement and ongoing participation throughout the promotion.

→ MOBILE & APPS

Campaigns will leverage a mobile-first approach, driving users to sponsor's apps, encouraging downloads and delivering prizes digitally.

→ INSIGHT DRIVEN

By leveraging consumer insights, marketers create personalized experiences for target audiences that drive engagement, conversion and brand loyalty.

→ GLOBAL REACH

Global reach is critical for brands aiming to engage diverse audiences, requiring careful planning to ensure compliance with local laws and regulations in each market.

→ EVENTS REIGNITED

Live event activations are resurging, combining immersive technology and interactive experiences to leave lasting impressions.

→ INFLUENCERS REMAIN KEY

Influencers remain central to campaigns, driving engagement, participation, and site traffic through targeted calls to action.

→ COMMUNITY & PEOPLE FOCUSED

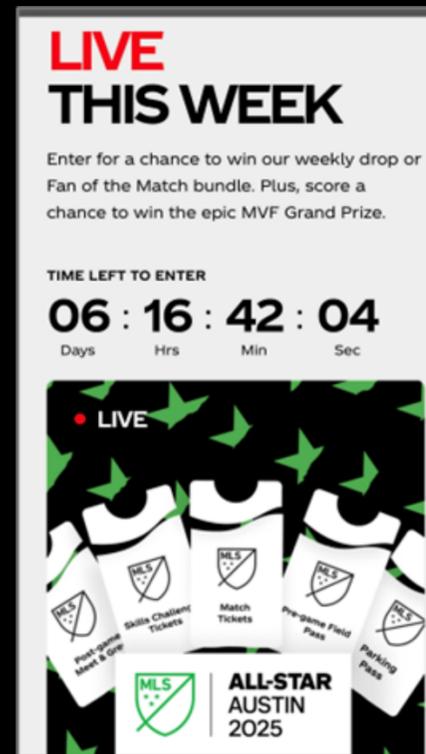
Putting people and communities at the center of marketing helps brands build trust, loyalty and authentic connections over time.

→ BUILDING PROMOTION EQUITY

Brands build promotion equity through consistent, trusted programs that grow recognition, engagement, and brand value.



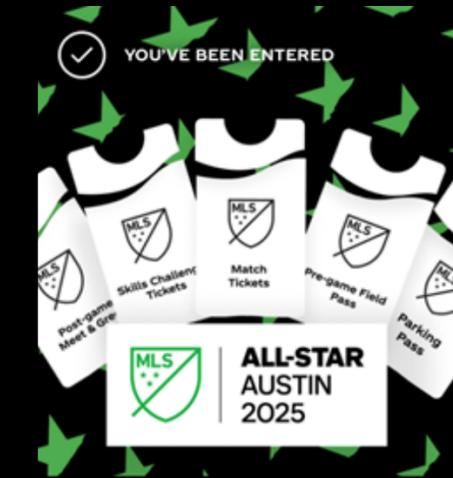
PRIZE DROPS



Fan of the Match Bundle
You could take home MLS gear, a replica Adidas match ball, a \$50 MLS Store gift, and more.



2025 MLS Cup presented by Audi MVF Experience
The ultimate prize for the ultimate fan: Roundtrip flights and 3-night hotel accommodations, match tickets with parking pass, and VIP pre-match sideline field access passes for you and a friend.



2025 MLS All-Star Game VIP Experience
This July 23, you and a friend could be in Austin, Texas for a once-in-a-lifetime chance to see the 2025 MLS All-Star Game.

The Coca-Cola Most Valuable Fan 2025 Promotion celebrated FIFA fans by transforming their passion for soccer into unforgettable moments through a mix of digital and experiential prizes.

Fans entered by creating and submitting a fan card on the Most Valuable Fan Experience website via their Coca-Cola account, unlocking access to Weekly Drop drawings, Fan of the Match prizes, and the Most Valuable Fan Grand Prize. Participants could level up to Silver or Gold status by entering multiple Weekly Drops, earning additional entries for future drawings. Bonus entries were available by scanning Coca-Cola Slim Can receipts, with a no-purchase mail-in option also offered.

Prizes included flyaway trips to the MLS All-Star Match, USWNT and USMNT matches and merchandise prizes including an autographed 2025 MLS All-Star match jersey, FIFA Club World Cup match balls, mini fridges with gift cards, MLS prize bundles, and a 4-day/3-night MLS Cup VIP Grand Prize experience for the winner and a guest. Select match tickets were limited to entrants within a specified radius of the event location.



Seize the Season Step Challenge **SAMSUNG Galaxy**

UNRIVALED

Enter your information for a chance to win a prize, including:

Samsung Galaxy Watch8 & 15% discount code to the Unrivaled Store

With one GRAND PRIZE winner receiving:

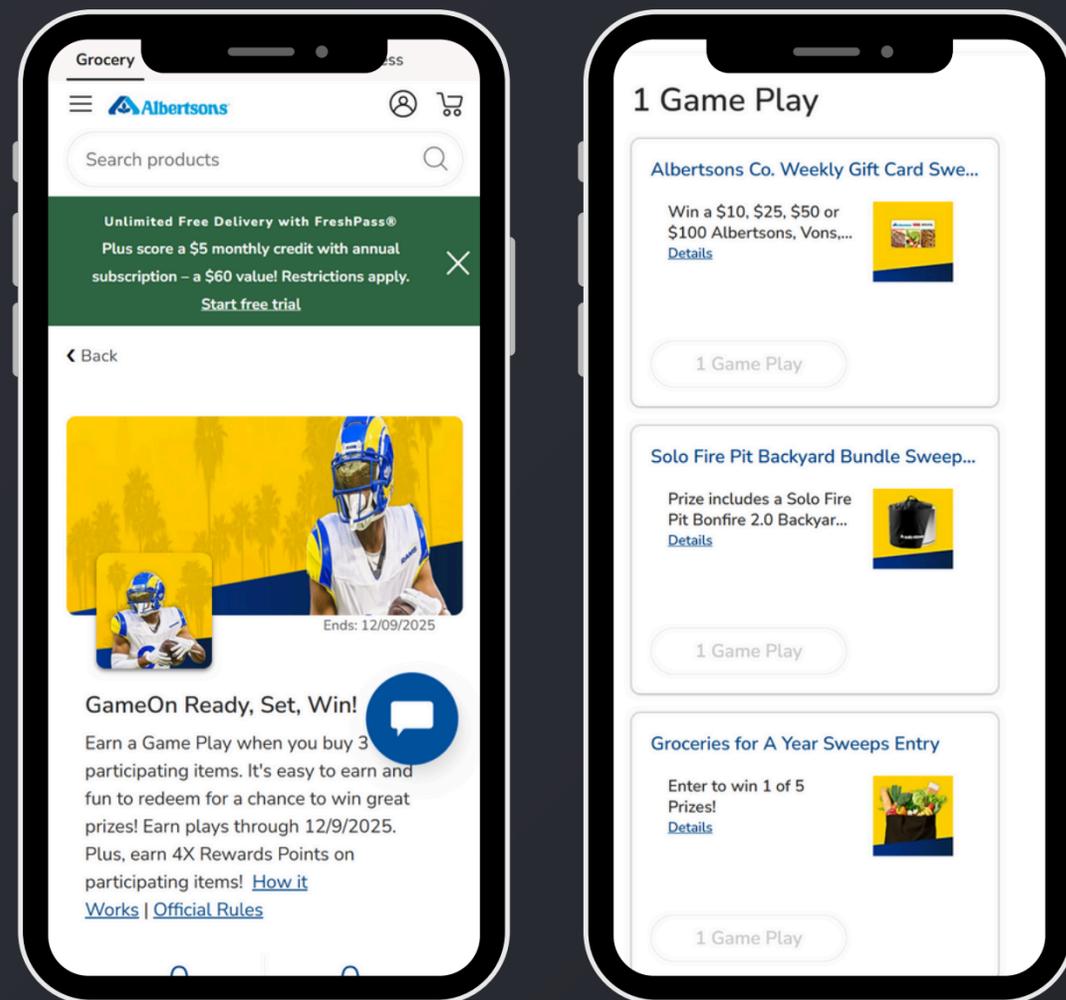
Two tickets to the Philly is Unrivaled game on January 30th, 2026 and \$5,000

Samsung Seize the Season Step Challenge

Samsung launched an interactive sweepstakes to encourage downloads of the Samsung Health App. Participants could enter by joining the Steps Challenge: after downloading the app and completing the registration process, participants who recorded 200,000 or more steps during the sweepstakes period were prompted to complete the registration form to earn one entry into the random drawing

Albertsons Game On Promotion

Albertsons encouraged increased app engagement and in-store purchases by giving Albertsons for U®, Vons for U®, or Pavilions for U® members one Game On play for each participating product purchased at a participating store. Entrants can then redeem their accumulated plays online for sweepstakes entries



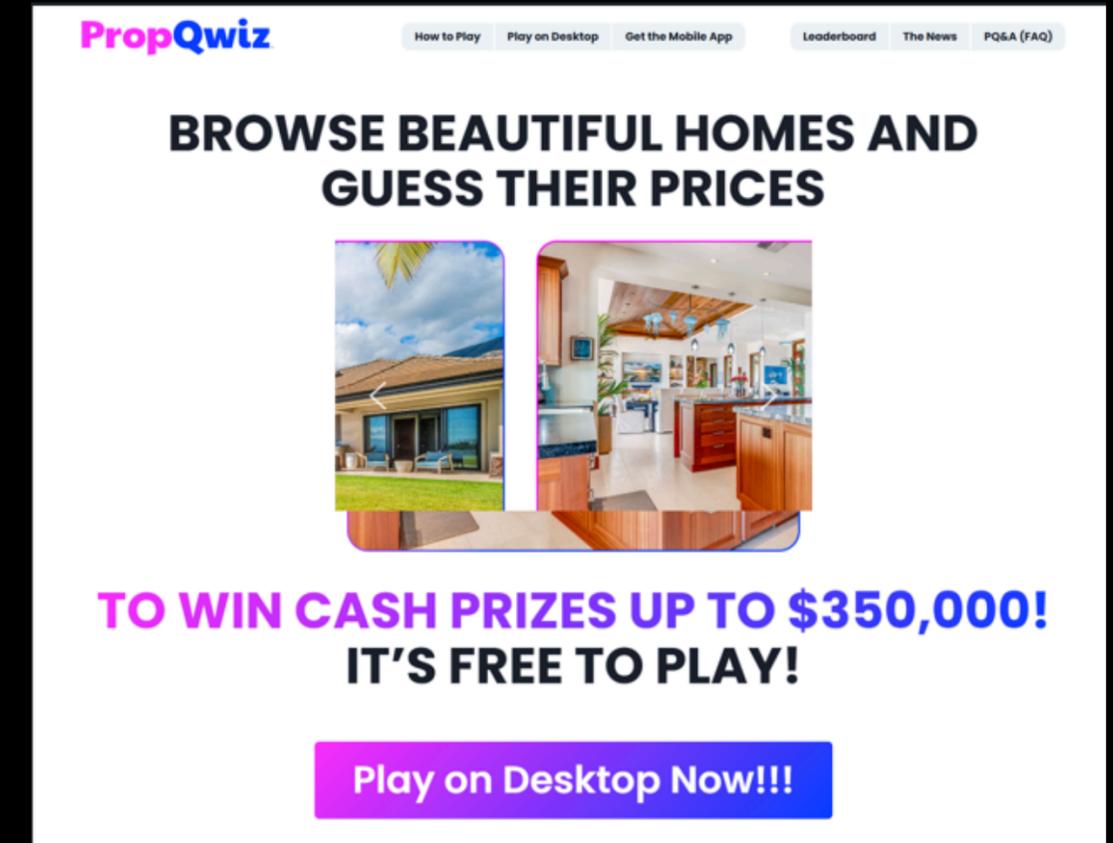
MOBILE & APP ENGAGEMENT



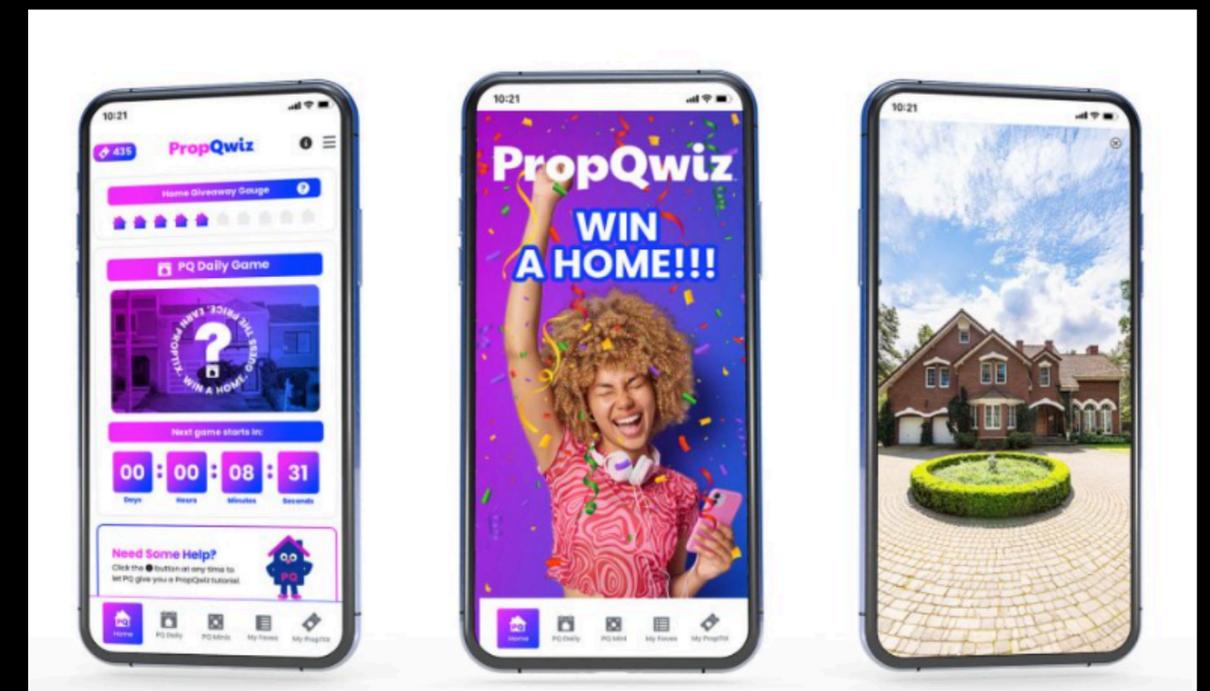
THE PROPQWIZ WEEKLY PRIZE SWEEPSTAKES

Participants downloaded the PropQwiz app and played daily games featuring real estate properties currently or previously listed for sale in the U.S. Participants received clues about each property, including photos, virtual tours, and details like number of bedrooms/bathrooms, square footage or special amenities, then had 15 seconds to guess the list price.

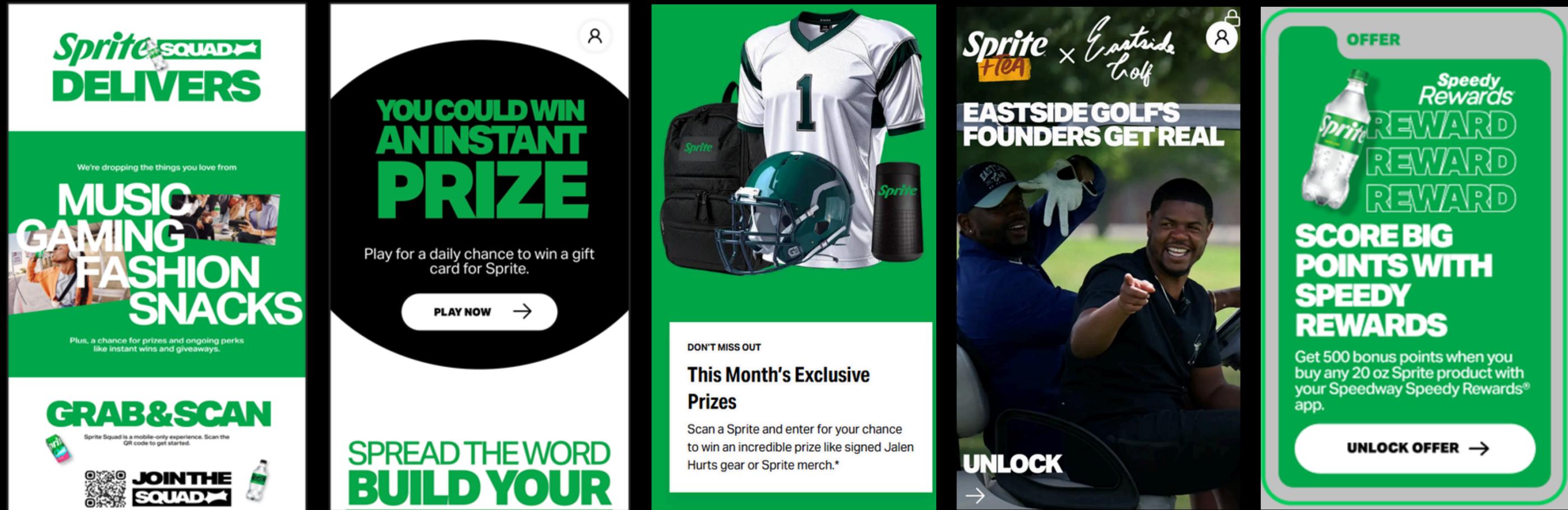
Points, called PropTix, were awarded based on how close their guess was to the actual price, with top performers appearing on a daily leaderboard. Leaderboard positions automatically earned entries into the weekly prize drawings and each PropTix earned provided players with a chance to win up to \$350,000 towards a home.



The banner features the PropQwiz logo at the top left. Navigation links include 'How to Play', 'Play on Desktop', 'Get the Mobile App', 'Leaderboard', 'The News', and 'PQ&A (FAQ)'. The main headline reads 'BROWSE BEAUTIFUL HOMES AND GUESS THEIR PRICES'. Below this are two images: an exterior view of a modern house and an interior view of a kitchen. The text 'TO WIN CASH PRIZES UP TO \$350,000! IT'S FREE TO PLAY!' is displayed in large, bold letters. A prominent blue button at the bottom says 'Play on Desktop Now!!!'.



FROM INSIGHT TO LOYALTY



Sprite Squad is a fan engagement program connecting consumers to exclusive partner experiences and giveaways.

The experience refreshed monthly with new content and prizes tied to milestones, events, partnerships, and limited-time product drops. It also had an always-on instant win promotion that ran for the duration of the program.

Fans joined by texting “THIRST” to 2653 to access the promotion site, create an account, and participate. Program tactics included instant win opportunities, sweepstakes for event tickets, and a variety of merchandise, product rewards, and discounts.



GLOBAL PROMOTIONS

MARRIOTT BONVOY

CITY EXPRESS BY MARRIOTT | **MEXICO** | **MARRIOTT BONVOY**

Patrocinador Oficial de la Selección Nacional de México.

¡City Express by Marriott te lleva a ver a la Selección Nacional de México!

Inscríbete gratis a Marriott Bonvoy® y participa para ganar accesos a los próximos juegos de la Selección Mexicana.

Participa para ganar uno de los siguientes premios:

1. Un viaje para dos personas para asistir al juego amistoso de la Selección Mexicana en Estados Unidos en octubre (incluye vuelo de ida y vuelta de la Ciudad de México, hotel y transporte al estadio).
2. Dos boletos para asistir al juego amistoso de la Selección Mexicana en México en octubre.*
3. Dos boletos para asistir a uno de los partidos jugados en México de la Selección Nacional de México en la fase de grupos para el torneo de fútbol más grande del mundo en 2026.

*Ciudad sede por definirse. Los boletos en juegos locales no incluyen vuelos ni hotel.

¡No te pierdas esta oportunidad única! Inscríbete ahora y vive la pasión del fútbol con Marriott Bonvoy®, donde viajar es parte del juego.

[Aplican términos y condiciones.](#)

¿Aún no eres socio de Marriott Bonvoy? * Required Inscríbete hoy.

*Nombre

*Apellido

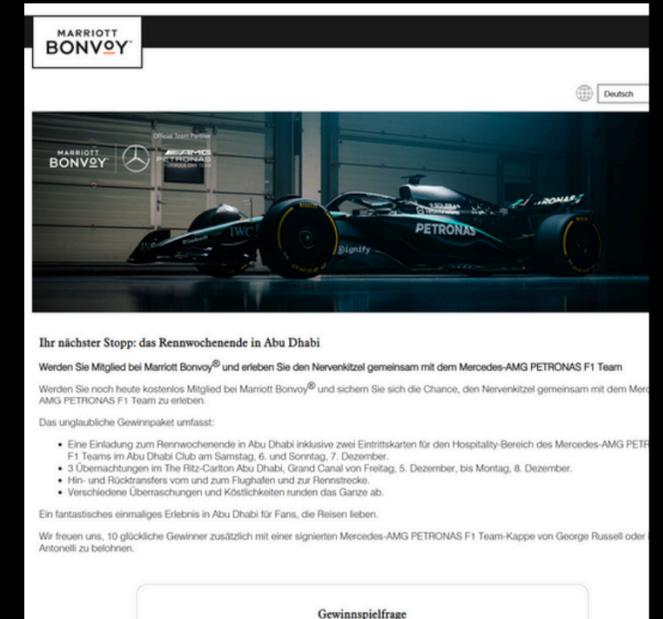
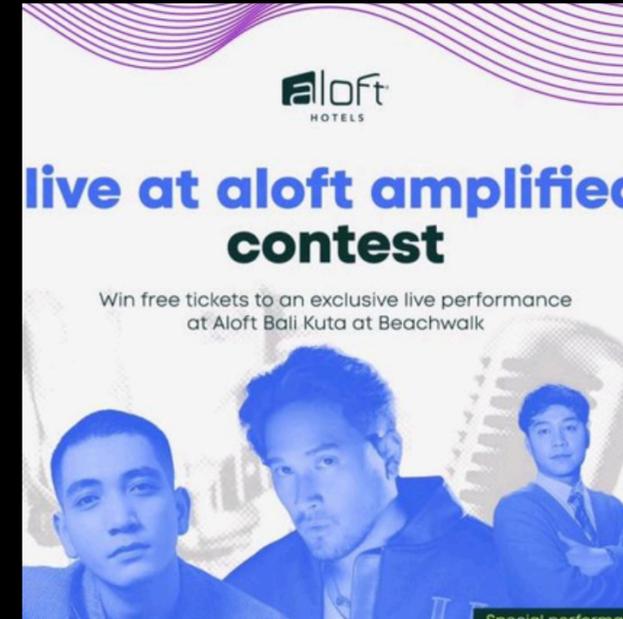
*Correo electrónico

¿Ya eres socio? Entra aquí. * Required

*Nombre

*Apellido

*Número de socio



MARRIOTT INTERNATIONAL

Marriott regularly executes global promotions that not only drive Marriott Bonvoy program enrollment but showcase the full range of Marriott Properties around the globe.

These promotions highlight the exclusive benefits of the program, engaging travelers worldwide and delivering proven, highly effective results.



EVENT PROMOTION ACTIVATIONS



The Marshalls Style Closet Pop-Up Activation

The Marshalls Style Closet Pop-Up Activation brought the brand to life through an interactive, in-person experience where attendees unlocked drawers to instantly reveal prizes. Rewards ranged from gift cards to personalized color analyses and women's styling sessions with merchandise, creating excitement, engagement, and strong brand connection at the event.

The Hellmann's Dip Off

Consumers were invited to submit an original, regional-inspired dip recipe featuring Hellmann's mayonnaise for a chance to advance to a live Dip Off Championship Showdown at the Big Ten Championship Game, where the crowd helped judge the Grand Prize winner. Four finalists attended the game to participate in the Dip Off Championship Showdown and one Grand Prize winner received free groceries for a year.

The BIC "INKubator" Music Contest

INKubator entrants used the 4-Color Ballpoint Pen to create an original song and submitted a handwritten version of the lyrics plus a video performance. Four finalists won a trip to New York City to compete in a "pitch-off", each receiving \$10,000, and one winner earning a mentorship session with Charlie Puth.



INFLUENCER INVOLVEMENT

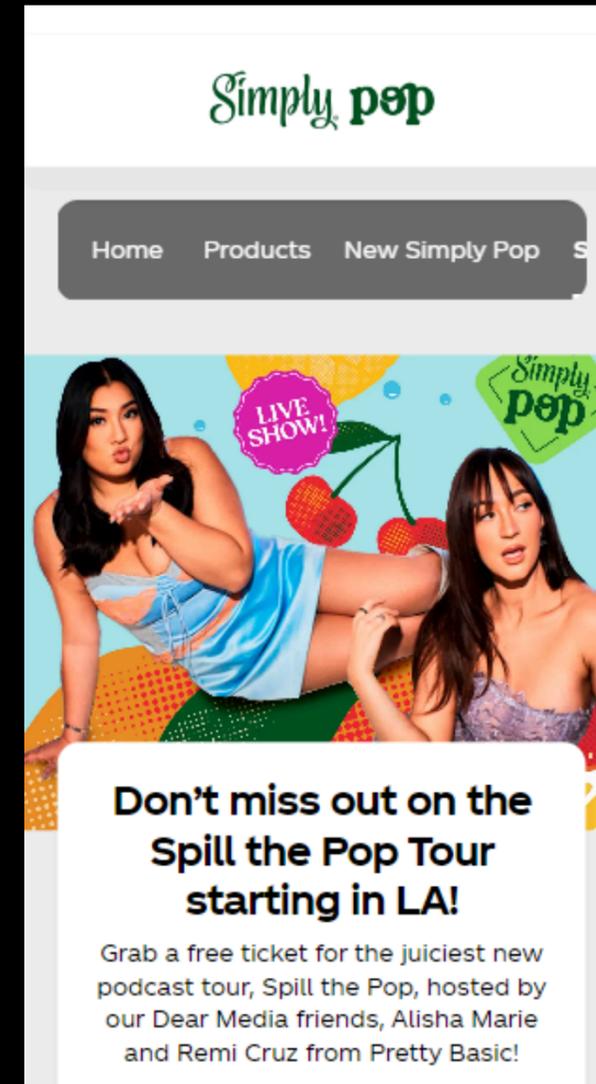
Influencers remain an important part of marketing campaigns and can be used in a variety of ways within promotions, which include:

- Help communicate key messages in a relatable, authentic way
- Create and share branded social content
- Expand reach and generate buzz through their audiences
- Act as judges for contests or challenges
- Their inclusion in the prize or experience
- Participation as entrants, with fans voting for their favorite influencer



Jake Shane All Cherry Popsicle Giveaway

Consumers entered by following, liking, and commenting on the TikTok post for a chance to win a box of Jake Shane's All Cherry Popsicle Ice Pops.



Simply® POP Podcast Promotions

To drive brand awareness and deepen customer loyalty, four promotions offered fans the chance to attend a live podcast hosted by Pretty Basic, in four cities.

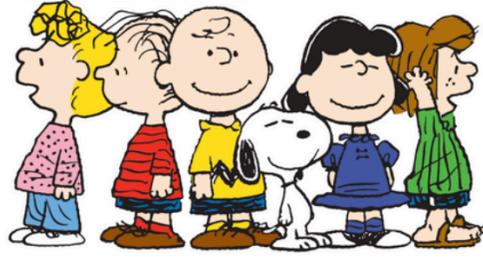


Pilgrim's Pro Snacker Giveaway

Fans shared their best "pro snacker nugget trick" on TikTok or Instagram for a chance to win an autographed Tony Hawk skateboard deck and a year's supply of Pilgrim's Nuggets.



COMMUNITY & PEOPLE



Golden Beagle Award

MetLife Pet Insurance is honored to present The Golden Beagle Award! Granting \$20,000 to an Animal Welfare organization whose programs or policies have made a dynamic impact on addressing the challenges of helping pet owners who turn to your shelter because they can't afford medical care for their pet—whether due to injury, chronic illness, or disease—how does your organization step in to help? Share the strategies, partnerships, and programs your shelter uses to provide medical support and keep pets with their families.

The Golden Beagle Award will be awarded at the Association for Animal Welfare Advancement conference in November 2025.

All fields required unless indicated as optional.

First Name

Last Name

Organization Name

Organization Website

Annual Adoptions

Organization/Shelter Address 1

Address 2 (optional)

City State Zip Code

Work Email Address

Organization/Shelter Phone number

In 50-500 words, share how your experience and insights can inspire shelters nationwide to strengthen their pet retention programming! When a pet



The MetLife Pet Insurance 2025 Golden Beagle Award Essay Contest invited eligible MetLife partner Animal Shelters to submit a 50–500 word essay describing methods their shelter uses to support pet owners in efforts to reduce pet relinquishment, for a chance to win \$20,000 for their shelter.

Launched in 2025 by Citizens Bank and New York Road Runners, the “Citizens Miles that Matter” Award honors four inspiring New York City Marathon runners and the 26.2 miles run, awarding a \$26,200 grant to each winner’s chosen charity.

Staples invited nominations for “Everyday Champions” to honor janitorial and facility professionals, celebrating winners with site visits, media profiles, and cash prizes for both nominees and nominators.



BUILDING PROMOTION EQUITY

CHET 529 College Savings Program Connecticut Higher Education Trust

Español

The CHET Dream Big! Competition

THE CHET DREAM BIG! COMPETITION

About the CHET Dream Big! Competition

The Dream Big! Competition is an exciting program offered by Connecticut's Office of the Treasurer (OTT). The competition gives Connecticut parents and guardians the opportunity to win money toward their child's future education. This year's competition features more prizes than before, including three grand prizes of \$25,000.

[Enter the competition!](#)

How to enter

To enter, students must submit a drawing, video, or written essay, depending on age, which is based on the specific topic their age group is given. The age groups and topics for the 2022 Dream Big! Competition are:

- K-4: "When I grow up I want to be _____ and why." (drawing)
- 5th-8th grade: "To improve my community, I want to _____" (video or essay)
- 9th-12th grade: "I believe one of the biggest challenges facing students today is _____, and to help solve it, I would _____." (video or essay)

[Official contest rules \(PDF\)](#)

CHET 529 College Savings Program Connecticut Higher Education Trust

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[Enter the competition!](#)

How it works:

Participants are asked to submit an entry based on specific grade-level topics. Students can submit an original essay, video or artwork (painting/drawing or illustration).

- K-4th grade: What is something you could do to make your community or neighborhood better?
- 5th-8th grade: What is something you could do to help make the lives of others better?
- 9th-12th grade: What is a lesson you've learned and how will it influence your future?

[Official contest rules \(PDF\)](#)

New prizes for 2023

- 3 Grand Prize winners receive \$20,000 (one student from each age group)
- 24 winners receive \$6,000 (eight students per age group)
- 336 winners receive \$500 (112 students per age group)
- 10 randomly selected participating schools will win \$7,500 in tech equipment

[Official contest rules \(PDF\)](#)

CHET 529 College Savings Program Connecticut Higher Education Trust

Español

NOW ACCEPTING 2024 COMPETITION ENTRIES: Enter by the November 4, 2024, deadline for a chance to win up to \$20,000 toward your child's future education!

The CHET Dream Big! Competition

[Enter the competition.](#)

Education helps build the future you want!

Win up to \$20,000 to save for education in a CHET 529 account... and start building toward the future you want.

How it works for 2024

Submit an original essay, video, or artwork (painting, drawing, or illustration) based on the following specific grade-level topics:

- K-4th grade: When you grow up, what would you like to be and why?
- 5th-8th grade: What is a lesson you've learned and how will it influence your future?
- 9th-12th grade: Tell us about an experience or person in your life that has impacted you and how this will influence your future goals.

[Official contest rules \(PDF\)](#)

2024 prizes for winning students

- 3 Grand Prize winners receive \$20,000 (one student from each age group)
- 24 winners receive \$5,000 (eight students per age group)
- 239 winners receive \$500 (at least 53 students per age group)
- 10 randomly selected participating schools win \$5,000 in tech equipment

[Official contest rules \(PDF\)](#)

Fidelity

CHET 529 College Savings Program Connecticut Higher Education Trust

Español

NOW ACCEPTING 2025 COMPETITION ENTRIES

The CHET Dream Big! Competition

Enter by November 5, 2025, for a chance to win up to \$20,000 toward a child's education.

[Enter the competition](#)

Envíe su entrada en español

Education helps build a child's future

Win up to \$20,000 to save for education in a CHET 529 account and help build their future.

How it works for 2025

Submit an original essay, video, or artwork (painting, drawing, or illustration) based on the following specific grade-level topics:

- K-4th grade: When you grow up, what would you like to be and why?
- 5th-8th grade: Describe a time when something inspired you to do something good—like helping someone, making a change, or standing up for what's right.
- 9th-12th grade: Tell us about an experience or person in your life that has impacted you and how this will influence your future goals.

[Official Contest Rules \(PDF\)](#)

2025 prizes for winning students

- 3 Grand Prize winners receive \$20,000 (1 student from each age group)
- 24 winners receive \$5,000 (8 students from each age group)
- 240 winners receive \$500 (80 students from each age group)
- 10 randomly selected participating schools win \$5,000 in tech equipment.

[Official Contest Rules \(PDF\)](#)

FIDELITY CHET DREAM BIG!

Now in its fifth year, this exciting competition invites Connecticut students to participate by submitting essays, videos, or artwork by age group for a chance to win one of over 260 prizes totaling \$300,000. All prizes are deposited into a CHET 529 account to help save for future education. Each year's results are reviewed to improve the competition and ensure continuous engagement.



TACTICAL CONSIDERATIONS

Tactical factors to consider when planning and executing successful promotions.

01

User-generated content submitted to promotions should be carefully scrutinized to detect any use of AI in content creation.

02

Strong protection **against bot entries** should be integrated into digital executions to minimize fraudulent activity.

03

Keep **entry tactics simple**. The more steps involved, the more ineligible entries you will receive.

04

Automatic entry tactics should be **clearly communicated** to the audience so they are aware of being entered.

05

Allowing participants to **allocate their entries** across different prize options boosts engagement and offers insights into consumer preferences.

06

Microsites serve as **excellent content hubs**, offering rewards for activities while fostering a deeper connection with the brand.

07

Consumers are **quick to engage on social**, but could be hesitant to post their own content for public viewing.

08

Consider how to engage with consumers and winners **after the sweepstakes** to maintain brand connection.



PROMOTION PLANNING

Here are some of the key elements you will need to consider when developing a promotion to ensure it engages your audience, drives results, and runs smoothly from start to finish:



EVALUATE GOALS AND OBJECTIVES

Which promotion tactic is best to meet your specific objectives?



DEFINE TARGET AUDIENCE

What will make your audience engage and take action?



PLAN FOR TACTICAL EXECUTION

What is the ideal program duration for a successful execution?



WHERE TO ADVERTISE & PROMOTE

What channels will best reach your audience and drive participation?



DEVELOP USER FLOW EXPERIENCE

How do you create the best user experience with an ideal user flow?

