



growing playful brands

SOCIAL CONTEST IDEAS FOR ARTISTS & MANAGERS

INSPIRING AUDIENCE ENGAGEMENT.

	Social Media Contest Idea: Artful Entry Contest		
	 Type of Contest: Photo Remix	 Category: Art	
 Format: Web / Mobile / Fb			

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

Artful Entry Contest – Art Marketing on Social Media

Looking for a fun way to promote your Art Business? Launch an Artful Entry Contest.

In this contest art lovers get in the picture – for real! On a mini-site, mobile app or Facebook app, participants select from a variety of paintings and place a photo of themselves right in. Using a special editor their photo is adjusted to look as if it is a part of the painting (i.e. select a brush stroke effect).

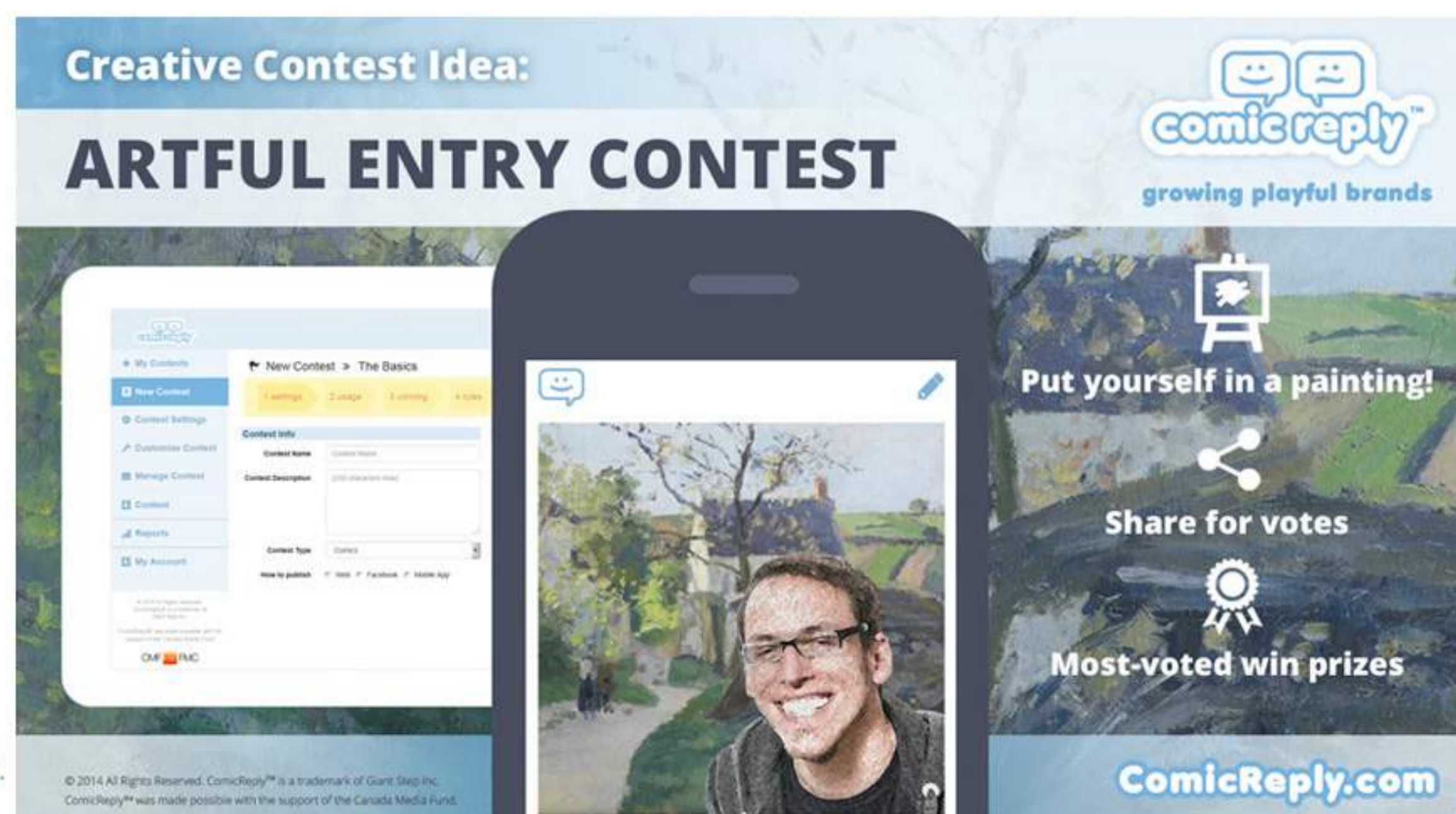
How it works:

1. Launch a branded contest using a 'white-label' version of the ComicReply platform (we adjust it for your needs)
2. Promote the contest by adding it to your existing marketing efforts + social media promos.
3. Visitors see a stream of funny images of people in famous paintings along with a countdown clock and a call to enter the contest to win a prize. Note: there are many public domain paintings that can be used in the contest.
4. Excited about this, visitors sign up, put themselves in paintings and submit to the contest.
5. Proud of their funny creation, they share it with friends to show off and gain votes to win prizes – every share is a promotion for your company (can be pre-set with a banner ad or other more subtle messaging).
6. At the end of the contest the most-voted win prizes.

This contest can be perfect for marketing:

- * Art supplies manufacturers and retailers
- * Art eCommerce sites
- * Art galleries
- * Art schools

Photo sources: https://commons.wikimedia.org/wiki/File:Camille_Pissarro_%28French,_1830-1903%29_Le_grand_noyer_%C3%A0_I



Creative Contest Idea:
ARTFUL ENTRY CONTEST

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Put yourself in a painting!

Share for votes

Most-voted win prizes

ComicReply.com

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

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

Looking for a digital loyalty campaign for your coffee chain? Run a Coffee Art Contest.

Coffee Art has become an international sport and today there is even a World Latte Art Championship.



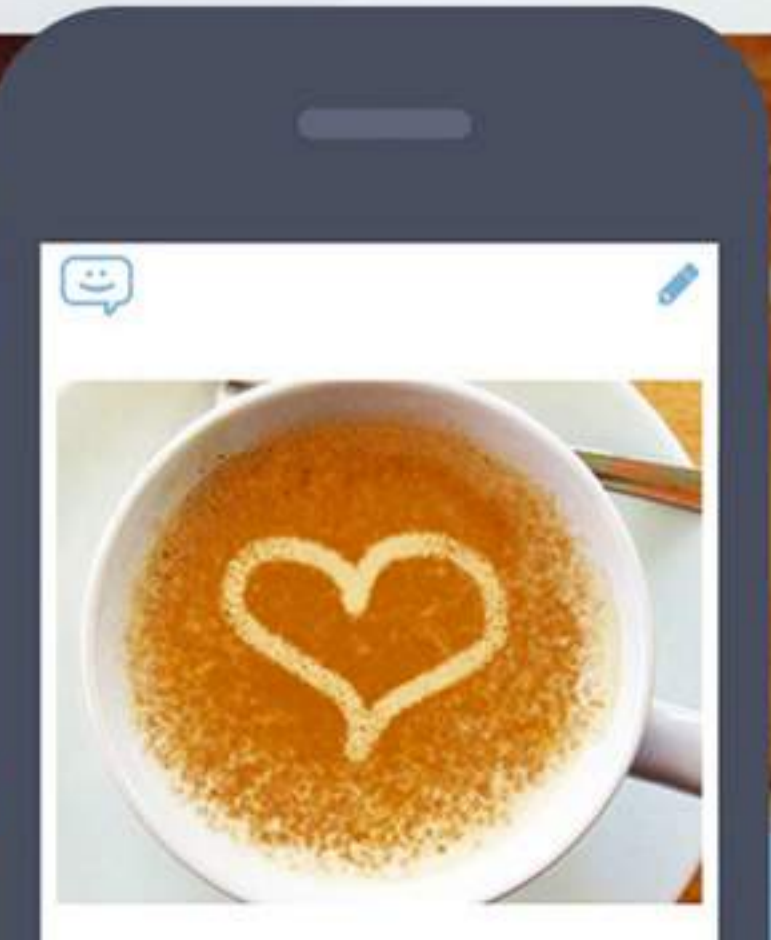




So how do you make your coffee shop a favorite of the locals? Beyond the obvious product and service issues that every store aims to perfect, an often overlooked aspect is the 'Fun Factor'. People go to coffee shops for the caffeine but also for the atmosphere – and a great way to make the atmosphere more fun is to have a social contest!

How it works:

- * In this contest people draw in a coffee cup and submit their drawings as contest entries.
- * Entries are posted in a public gallery for views and votes. When starting the app you see a stream of coffee art in a branded app with a countdown clock and invitation to submit coffee art drawings to win a prize.
- * Using a special drawing editor, participants draw with foam, chocolate, cinnamon and other ingredients, at various levels to make the drawings look as real as possible.
- * Participants share their drawings with friends on social media to show off their creations and gain votes to win prizes.
- * Once the contest is over, the most-voted coffee art drawings win prizes

Then you can start a new contest right away. This is an evergreen contest concept that people enjoy participating in many times. Unlike other types of contests this doesn't get boring because every time you can direct participants with a different theme, new drawing entries crowd-source original content that makes it unique, and new people discover the contest – accumulating fans with every contest!

Photo source: <https://pixabay.com/en/coffee-espresso-croissant-table-1031526>

Creative Contest Idea: COFFEE ART CONTEST		
		 Draw in a coffee cup  Share for votes  Most-voted win prizes
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	Social Media Contest Idea: Tea Stain Art Contest	
	 Type of Contest: Drawing	
 Category: Tea, Art		
 Format: Web / Mobile / Fb		

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

Looking to spice up your Tea Business? Invite customers to a social Tea Stain Art Contest.

One of the hottest trends in recent years is elaborate tea-stain art – where people use tea to create amazing artwork. If you are in the tea business you may be thinking how you could possibly leverage this social phenomenon to boost your sales. Well, ComicReply is here to help you do just that.


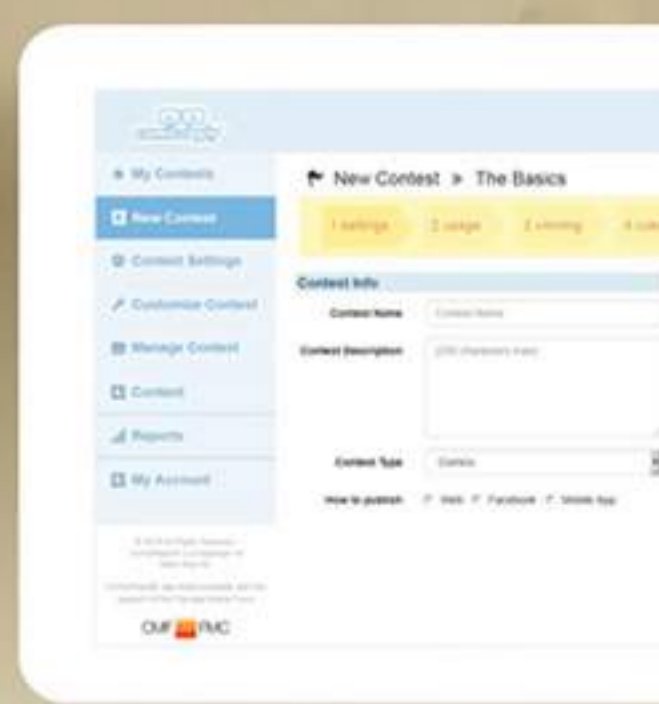



ComicReply is probably the first digital contest marketing platform that includes a variety of remix editors that enable fans to create interesting ‘fan-art’ as contest entries. In this case that would be an editor that makes it easy to create realistic-looking tea stain art.

How it works:

1. We launch the contest using the ComicReply platform – ‘white-labeling’ it for your brand.
2. Include it in your existing marketing, bring people to the contest.
3. Visitors to your mini-site (or after downloading your contest mobile app) see an Instagram-like stream of tea stain artwork submitted by participants. That makes them go ‘wow, this is great!’ and then they sign up to submit their own artwork to win prizes.
4. A countdown clock draws the contest to a close, providing urgency for participants to share their creations on social media with friends – to show off and gain votes to win prizes.
5. At the end of the contest the most-voted win prizes

Then a new contest can be launched – accumulating fans with every contest. It never gets boring because this is an evergreen concept that everyone appreciates universally and every contest can be more unique by providing a theme and different types of tea ingredients to play with (for example, Orange Pekoe colours only in a contest).

Photo source: <https://pixabay.com/en/cup-tea-still-life-681678>

Creative Contest Idea: TEA STAIN ART CONTEST		 growing playful brands
		 <p>Draw in a tea stain</p> <p>Share for votes</p> <p>Most-voted win prizes</p>
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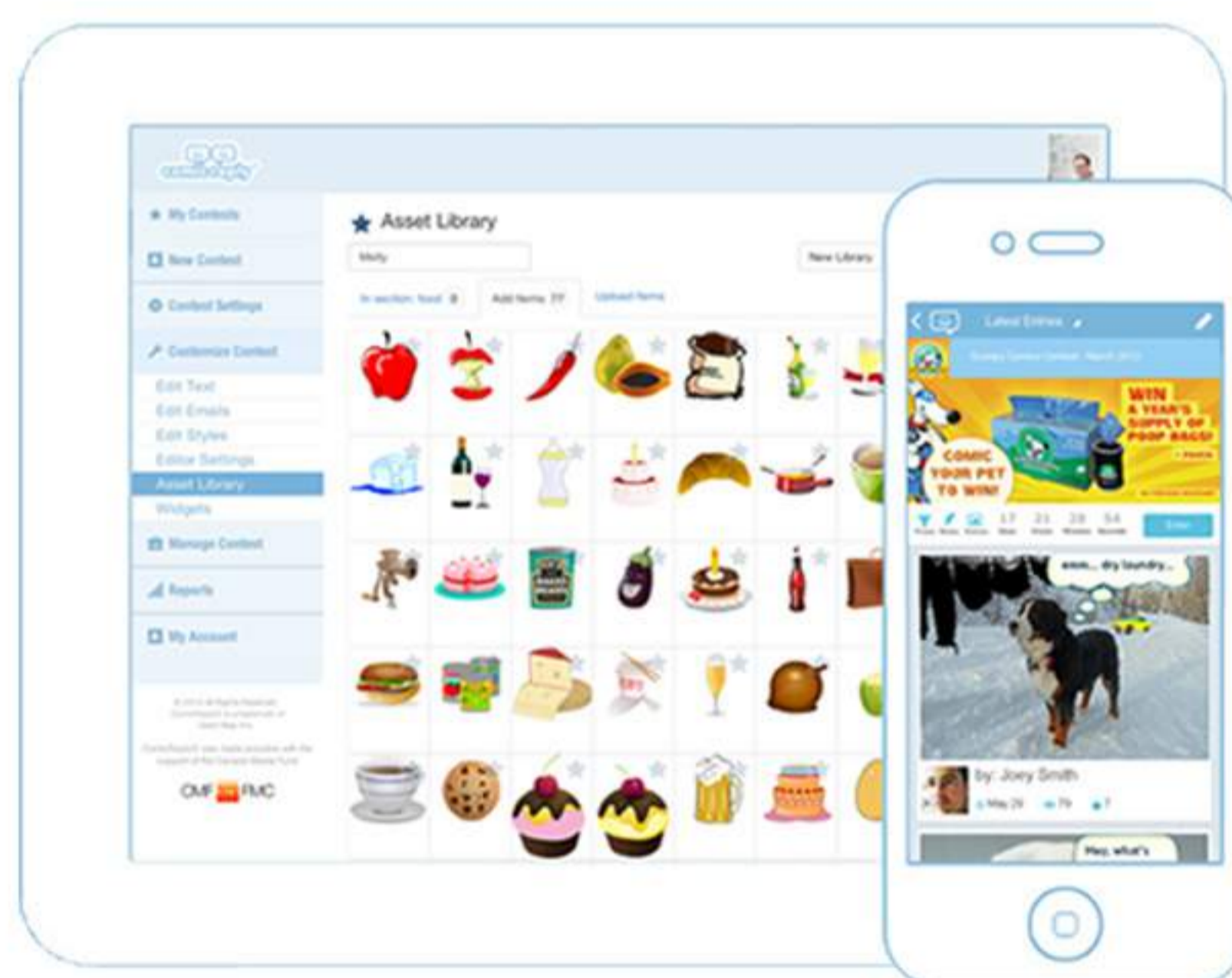
ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

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



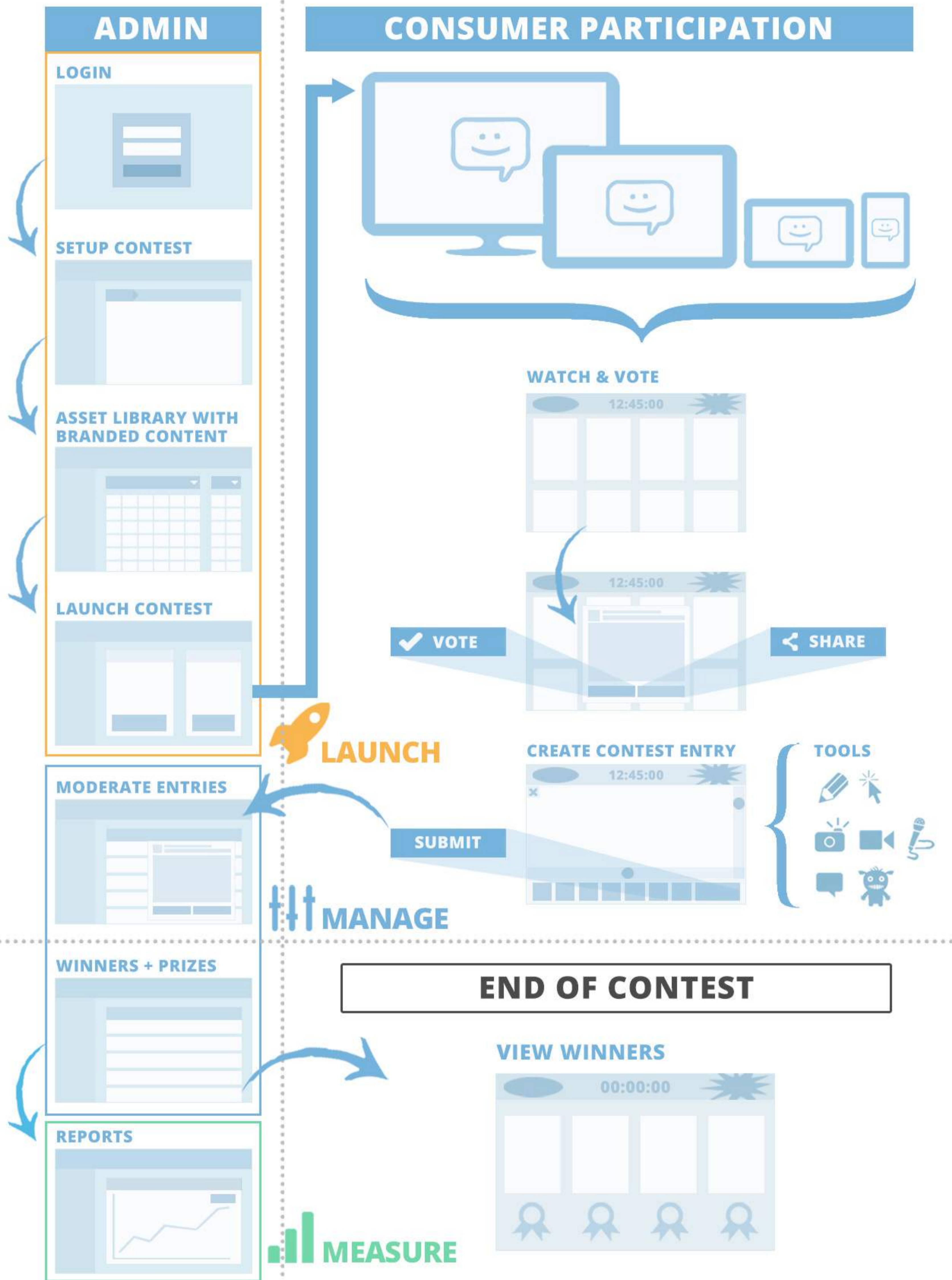
MEASURE

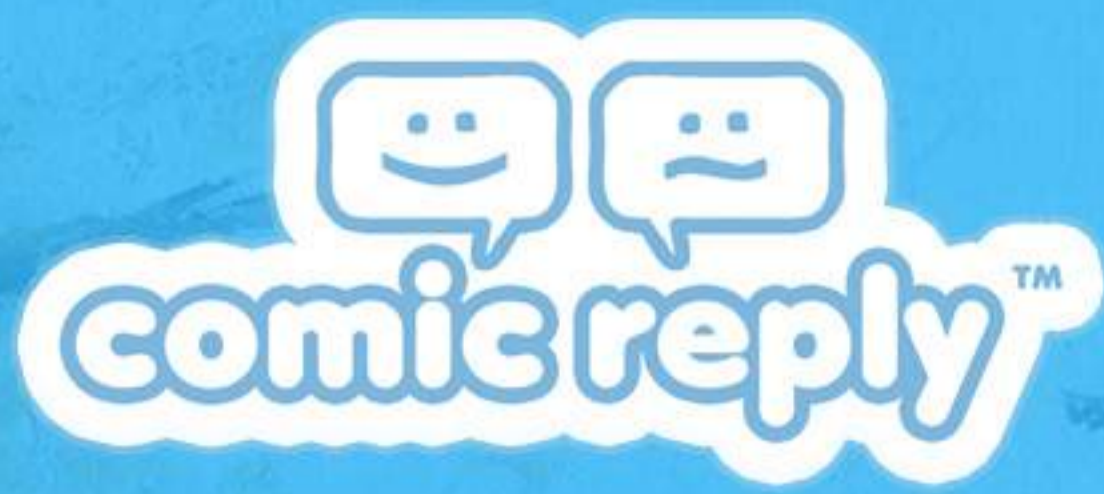
Watch your audience grow with every contest!



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THE CONTEST MARKETING PROCESS





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For more information contact:

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