



growing playful brands

# SOCIAL CONTEST IDEAS FOR INTERIOR DESIGN BRANDS

**INSPIRING AUDIENCE ENGAGEMENT.**





Social Media Contest Idea:  
**Flooring Contest**

<p> <b>Contest Type:</b> Remix</p> <p> <b>Category:</b> Interior Design</p> <p> <b>Format:</b> Web / Mobile / Fb</p>	
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*Note: This is a contest idea by ComicReply – available to be customized for your brand!*

Flooring Design Contest – Interior Design Fun

## Bring customers to your home improvement or interior design business with a Flooring Design Contest.

In this concept people explore flooring design ideas in a social creative contest.

Renovations is a big deal. Before purchasing materials shoppers need to think about their space, what fits, what doesn't, and explore various options. If you are in the interior design, materials, equipment or services business, then you know the intricacies of this process well. But once home owners decide what they want to do the buying process is very fast. There's a deep emotional connection between people and the spaces they live in and so once a decision is made we move quickly to get it done and see the results.

As a supplier you need to move prospects into customers as fast as possible and a big part of it is in helping the customer explore the various options in a fast, fun, and exciting way. The more exciting it is the more chances that they will find a specific design that fits them and that will also help you.

Since the buying process doesn't start at your store, you need to entice shoppers to consider your store and products somehow. The obvious solution is to make it easy for shoppers to visualize how a variety of options will look in their home. This can be done by adding a tool on your website where people can upload images of their rooms and replace the floors with various options.

Taking it a step forward, having a contest where participants create design ideas using an editor that allows them to play with items from your catalog. That's what can be done using the ComicReply platform.

Photo source:  
<https://pixabay.com/en/wood-planks-wooden-background-wall-336589/>

Creative Contest Idea:  
**FLOORING DESIGN CONTEST**





 **Design a floor pattern**

 **Share for votes**

 **Most-voted win prizes**

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## Social Media Contest Idea: House Plant Contest

-  **Contest Type:** Remix
-  **Category:** Interior Design
-  **Format:** Web / Mobile / Fb



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

House Plant Contest – Engaging Home Decorators / Gardeners

## Promote your Home & Garden store by inviting shoppers to decorate their house in the House Plant Contest!

In this contest people upload photos of their home (living room, kitchen, etc.) and place images of house plants, planters, picture frames and other items from your catalog on the picture – exploring home decor ideas.

Once they visualized a concept they like, then they can give it a title and submit it to the contest.

Using the ComicReply platform we can help you upload your product catalog images so people can place them in their home photos. We can also launch the contest as a mini-site, a branded mobile app and on your brand's Facebook page (as a Facebook app).

Visitors browse an Instagram-like stream of contest entries and vote for their favorite ones.

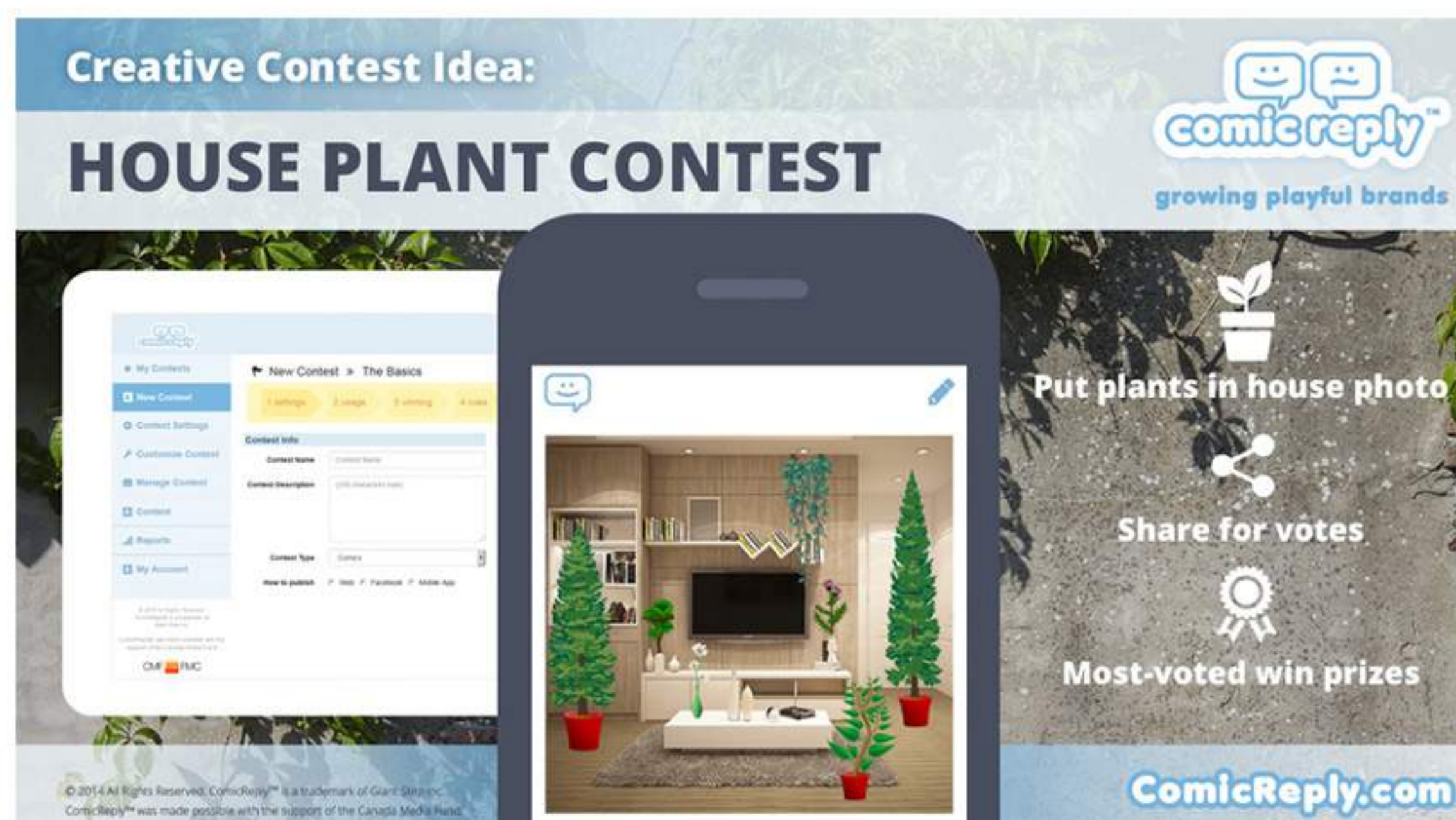
Participants share their entries with friends on social media to show off and get votes to win prizes.

The most-voted entries win prizes (could be gift certificates to your store).

Once the contest is over you can easily launch another contest because this type of friendly social competition doesn't get boring – every contest can have a different theme (focusing on the kitchen one time, then living room, etc.) different products to play with (from your catalog), and new people find it at different times and bring their friends.

That way, the House Plant Contest can be running all year long, accumulating fans over time, growing your marketing reach and growing your business with minimal effort!

Photo source:  
<https://pixabay.com/en/creeper-hanging-plant-hanging-575839>  
<https://pixabay.com/en/furniture-living-room-modern-998265>



**Creative Contest Idea:**  
**HOUSE PLANT CONTEST**

Put plants in house photo

Share for votes

Most-voted win prizes

ComicReply.com



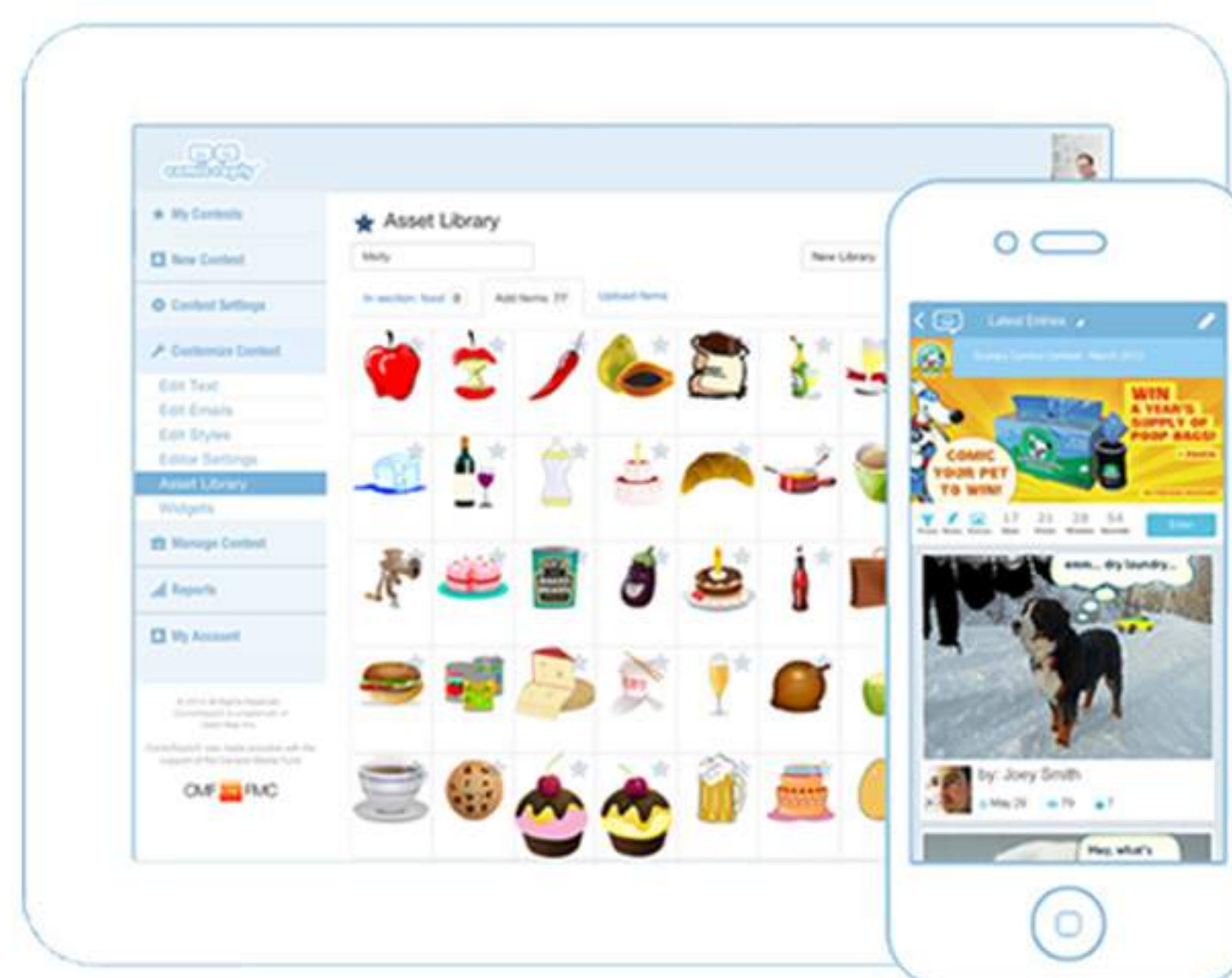
# ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

## COMICREPLY GROWS AUDIENCES THROUGH PLAY.

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

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

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



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



### LAUNCH

Easily launch a variety of creative contests



### MANAGE

Moderate entries, winners, and prizes



### MEASURE

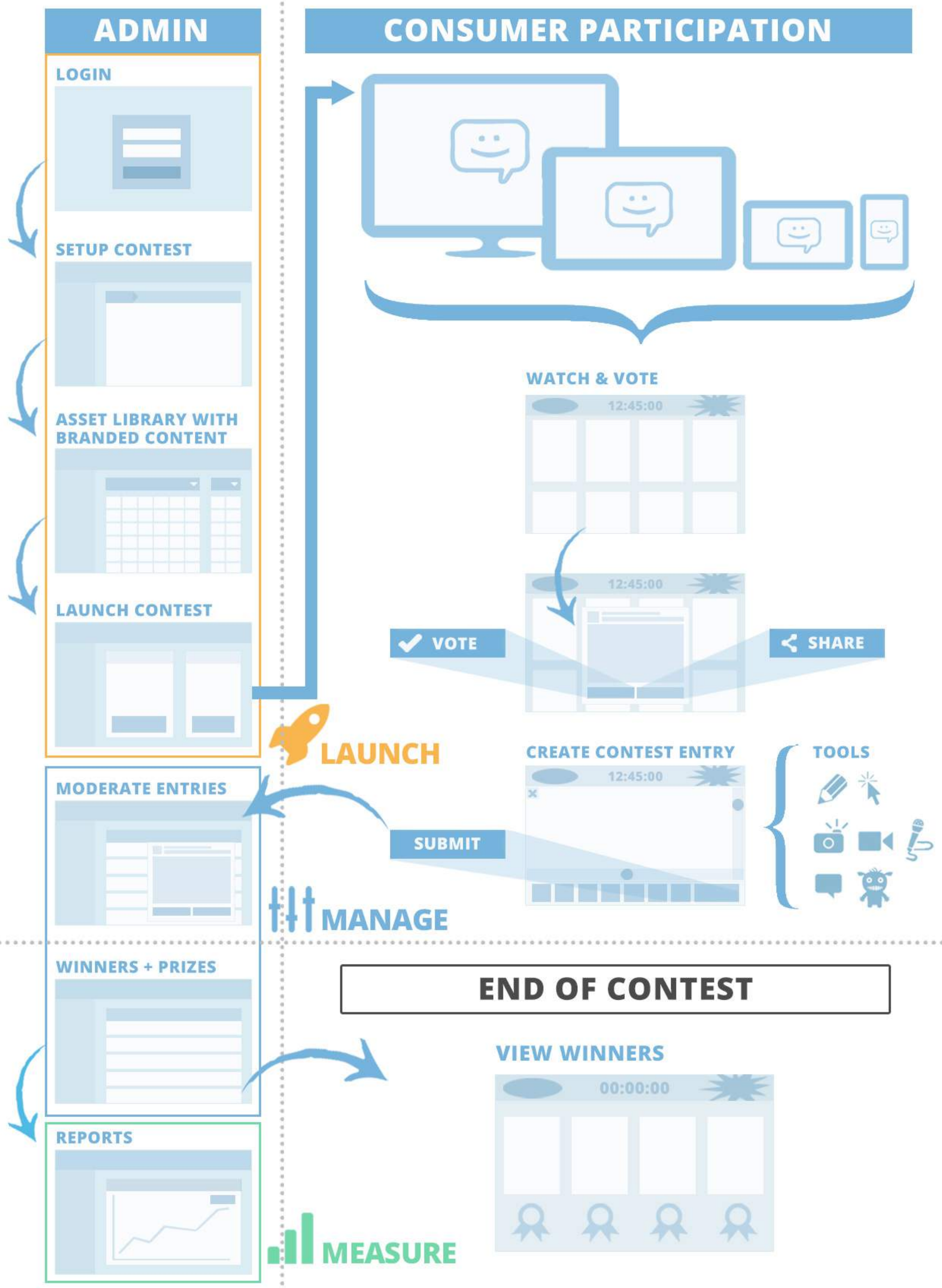
Watch your audience grow with every contest!





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## THE CONTEST MARKETING PROCESS







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DIGITAL MEDIA MARKETING

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