



growing playful brands

SOCIAL CONTEST IDEAS FOR NON- PROFITS & CHARITIES

INSPIRING AUDIENCE ENGAGEMENT.



Social Media Contest Idea:
Hat Style Contest

-  **Contest Type: Photo Remix**
-  **Category: Hats, Events**
-  **Format: Web / Mobile / Fb**



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

Everybody loves a Hat Style Contest! At a party and now online, this is a fun way to promote your brand.

Planning a party? Have a 'party on the screen' with a Hat Style Contest. This is a contest that can be useful for marketing all kinds of events, festivals, fundraising campaigns for non-profits, or simply for selling hats.. :)

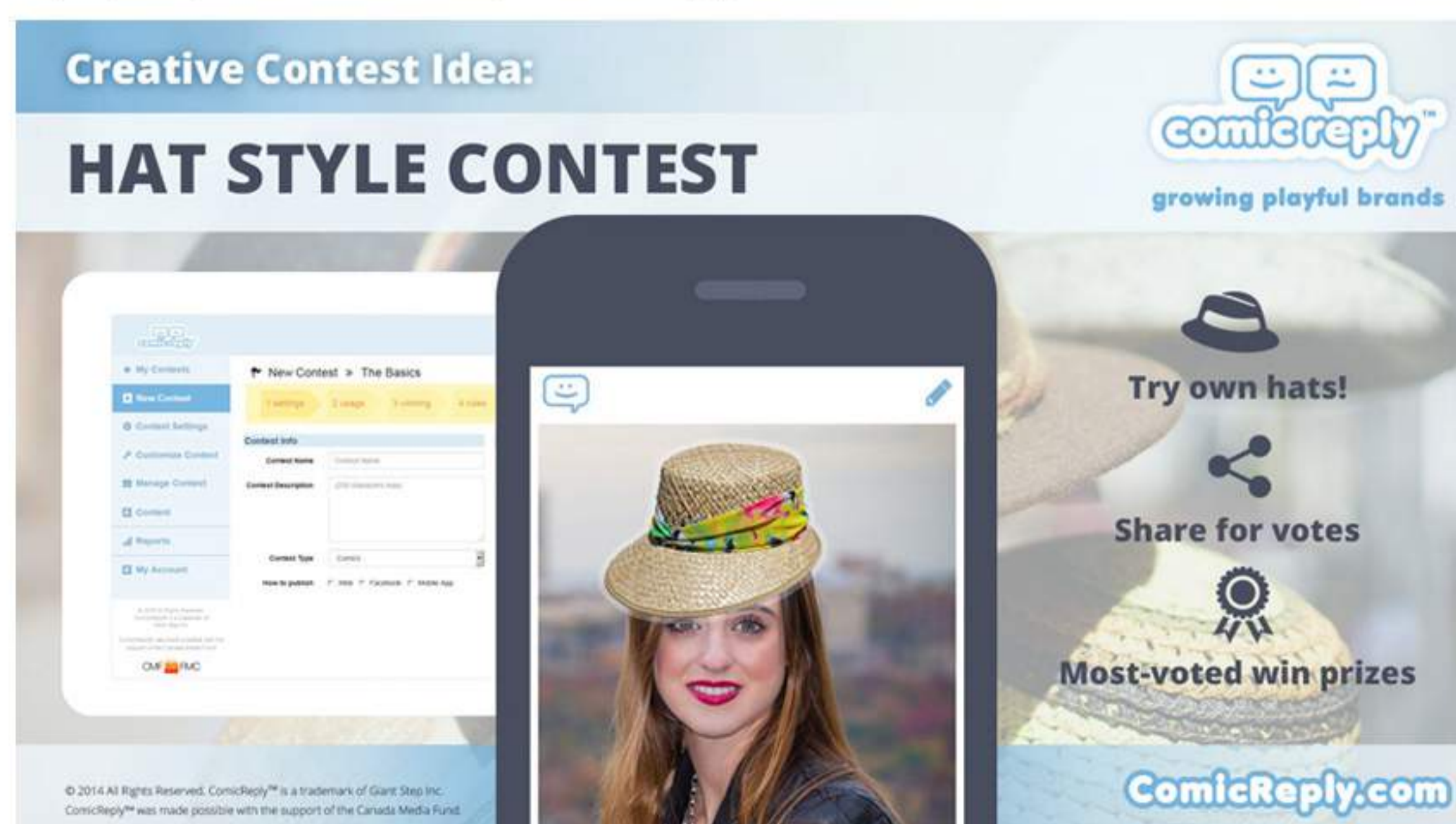
How it works:

1. If you sell hats, we will help you upload your product catalog to the ComicReply contest admin panel. If you are not a hat merchant you can use our image library of many hat styles.
2. Set the basic info about the contest (start/end dates, prizes, etc.).
3. Launch the contest as a mini-site, a branded mobile app, and even on your Facebook page + announce it through your existing marketing initiatives.

What happens next:

1. People see an Instagram-like stream of images of people with interesting hats on, a countdown clock to the end of the contest and prizes to win.
2. Fans sign up / login, upload a photo of themselves (or a friend, as long as they have permission to use the photo), and try on many hats!
3. When ready, they give it a title and submit to the contest.
4. Entries are moderated and then posted on the live public gallery for views and votes.
5. Participants share their funny hat photos on social media to gain votes to win prizes.
6. The most-voted entries win prizes.

Photo source:
<https://pixabay.com/en/hats-fedora-hat-manufacture-stack-829509>
<https://pixabay.com/en/tourism-new-york-woman-happy-woman-1084352>



	Social Media Contest Idea: Funkify Contest	
	 Contest Type: Remix	
	 Category: Music / Events	
 Format: Web / Mobile / Fb		

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

Funkify Contest - Make a Photo Funky & Share for Votes

Promoting something fun? Make it stand in the crowd with a Funkify Contest!

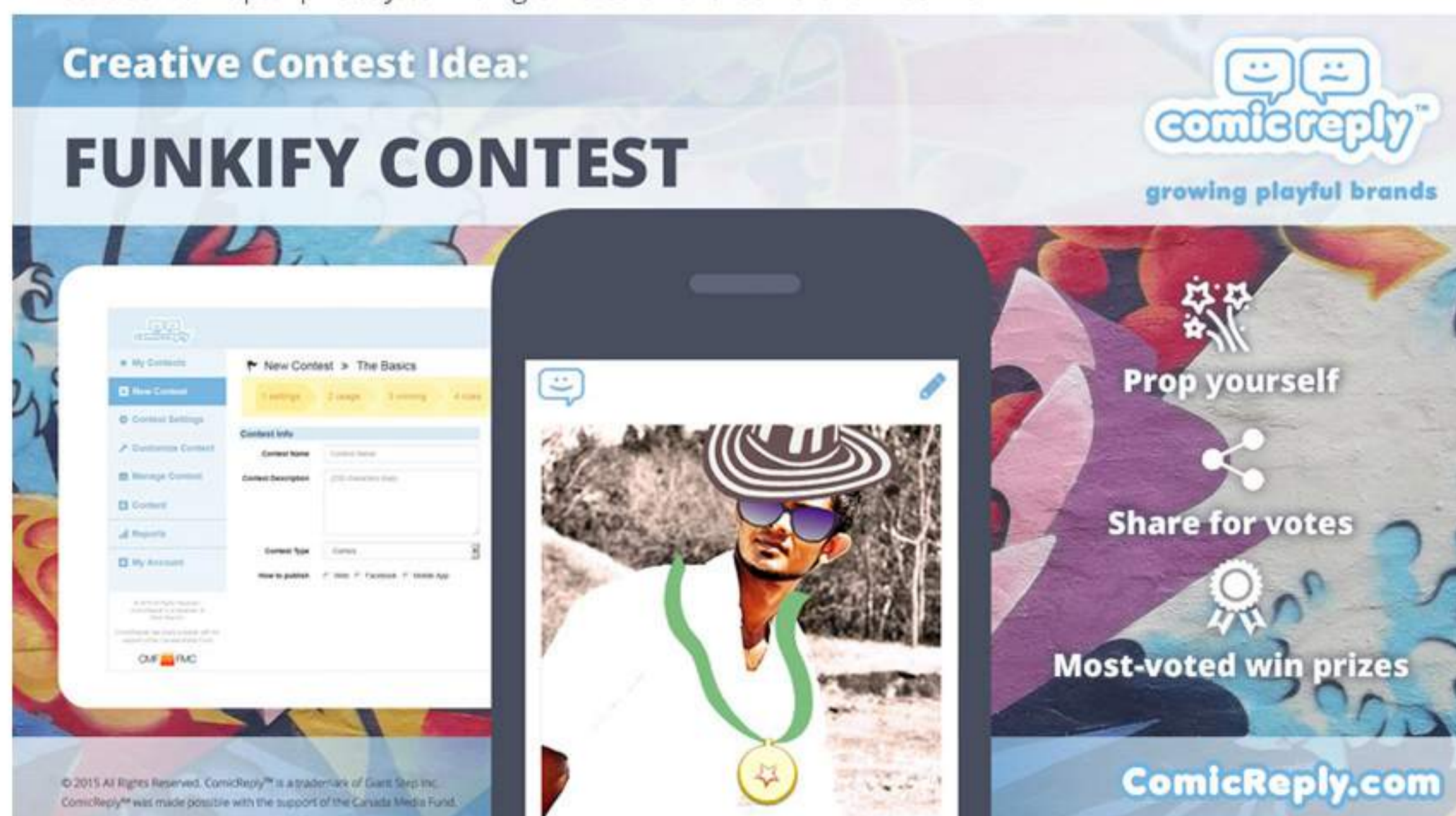
Some times you just have to make it funky. If you are marketing a fun musical artist, movie, TV show, book, fundraising event, or any other variation, this is an concept for you.

In this contest participants enter the contest by making something funky. It could be a person, place , object or something else. The obvious example is to upload a photo of themselves and add funky props, exclamations and other visual and sound effects to make it funky. But it doesn't have to be a person, it could be a contest to make your car funky – dress up your car with all kinds of awesome content assets.

How fans participate:

1. They learn about it from a variety of promotions and sign up / login.
2. Take a photo (or upload) or another option.
3. Dress it up with the various content elements that we provided + title + submit.
4. Entries are moderated before going live on the public gallery + notify the participants.
5. Once live, everyone sees the new entries and votes for their favorites.
6. Participants share their creations to get votes as a countdown clock counts down to end of the contest.
7. The most-voted at the end of the contest wins a prize package.

Photo source: <https://pixabay.com/en/graffiti-colorful-urban-artwork-681167>



	Social Media Contest Idea: Karaoke Contest	
	 Contest Type: Music Remix	
	 Category: Musical Artists	
 Format: Web / Mobile / Fb		

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

Karaoke Contest – Engaging Music Fans


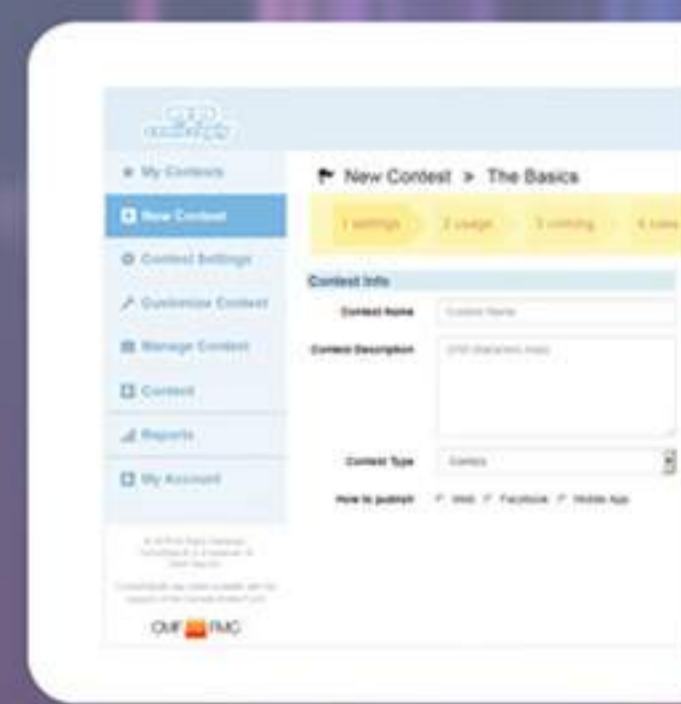


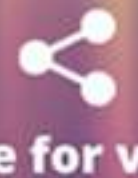


Engage your music fans in a fun and exciting way – launch a Karaoke Contest on the web, as a mobile app and on Facebook.





Karaoke is a lot of fun. If you are in the entertainment business in one form or another your business could benefit from running an online Karaoke Contest.

How it works:

- * Fans either visit a mini-site, download your branded mobile app, or visit your Facebook page (with a special tab featuring the contest app).
- * Visitors see an Instagram-like stream of contest entries – cover images and audio to play. They browse entries, listen and vote for their favorites. The most-voted entries win prizes at the end of the contest.
- * To enter the contest participants select a song to sing a long to. They follow the bouncing ball while the instrumental music plays and can erase and record as many takes as they want until they are happy with their recording. Then they have a choice of posting it as is or to create a unique cover art for their entry – using an editor they can select from a variety of related photos, clip art, text and visual effects to design the cover art.
- * Once submitted to the contest, entries are moderated and then go live on to the public gallery for views and votes.
- * Proud of their singing, participants share it with friends on social media – which brings more people to the contest to vote and participate.
- * A countdown clock shows how much time is left in the contest, enticing participants to share more as they get close to winning.
- * Once the contest is over the most-voted entries win prizes.

Photo source: <https://pixabay.com/en/buttons-stop-play-pause-record-35531>

Creative Contest Idea: KARAOKE CONTEST		
		 Sing along to the music  Share for votes  Most-voted win prizes
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	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.


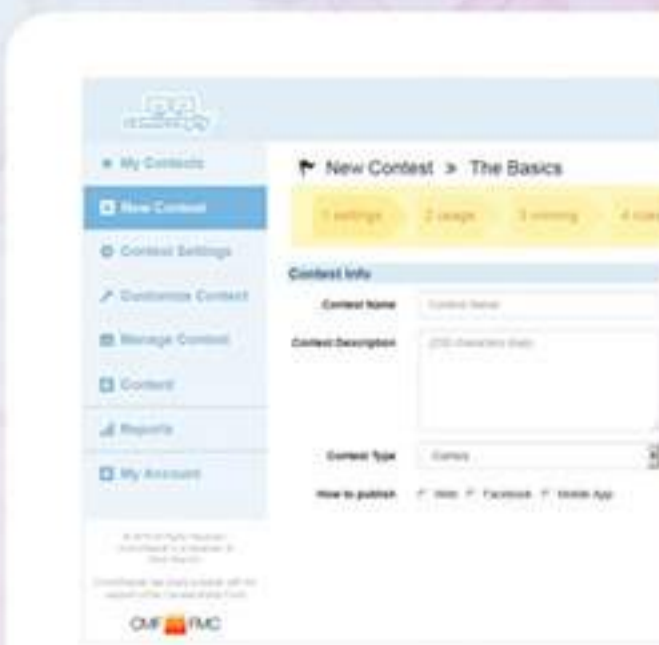





Participants can create a fractal design by playing with a few options, colors and starting shapes. Each fractal is unique and by adding other images, text and audio participants can create amazingly beautiful contest entries easily.

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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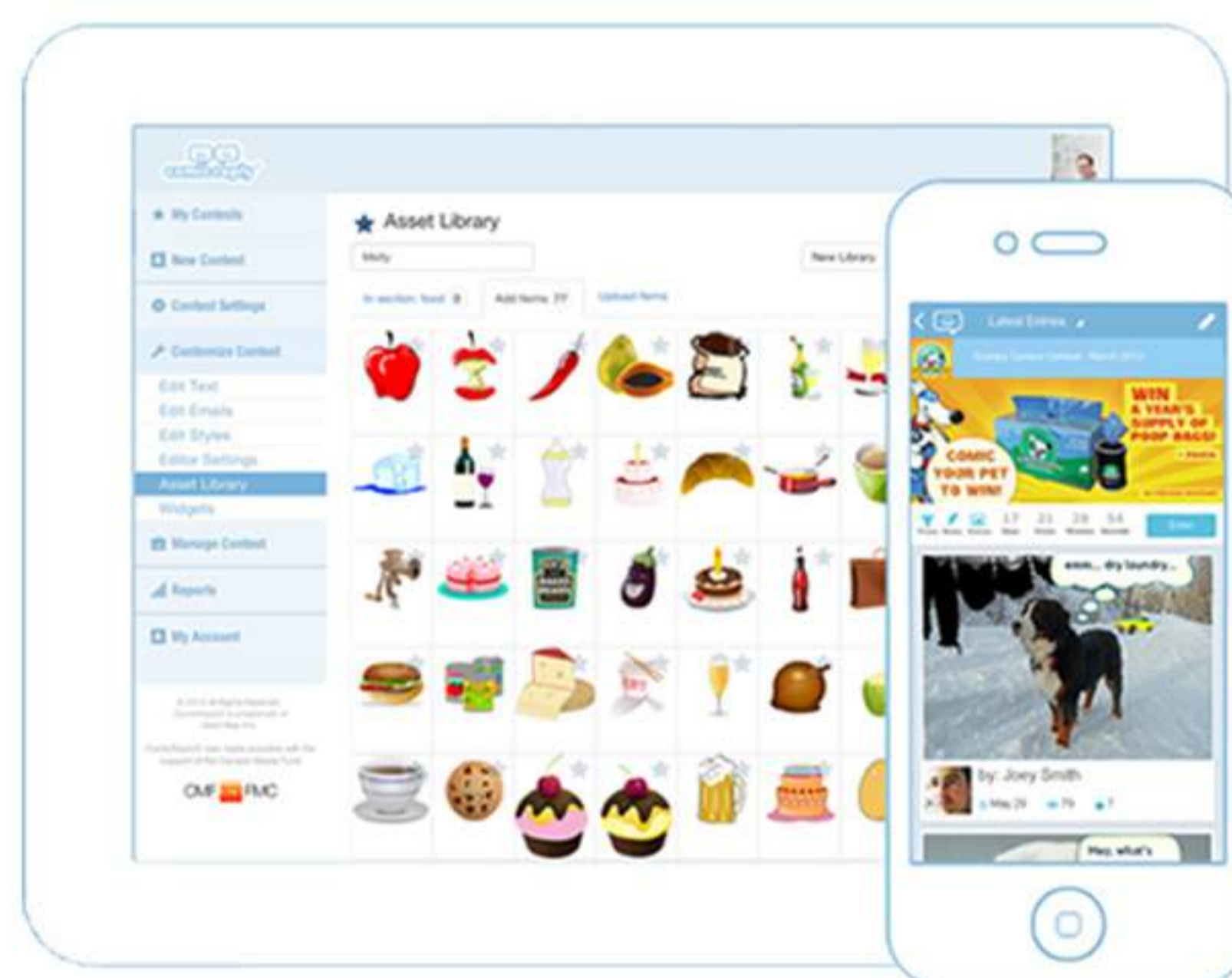
ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

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



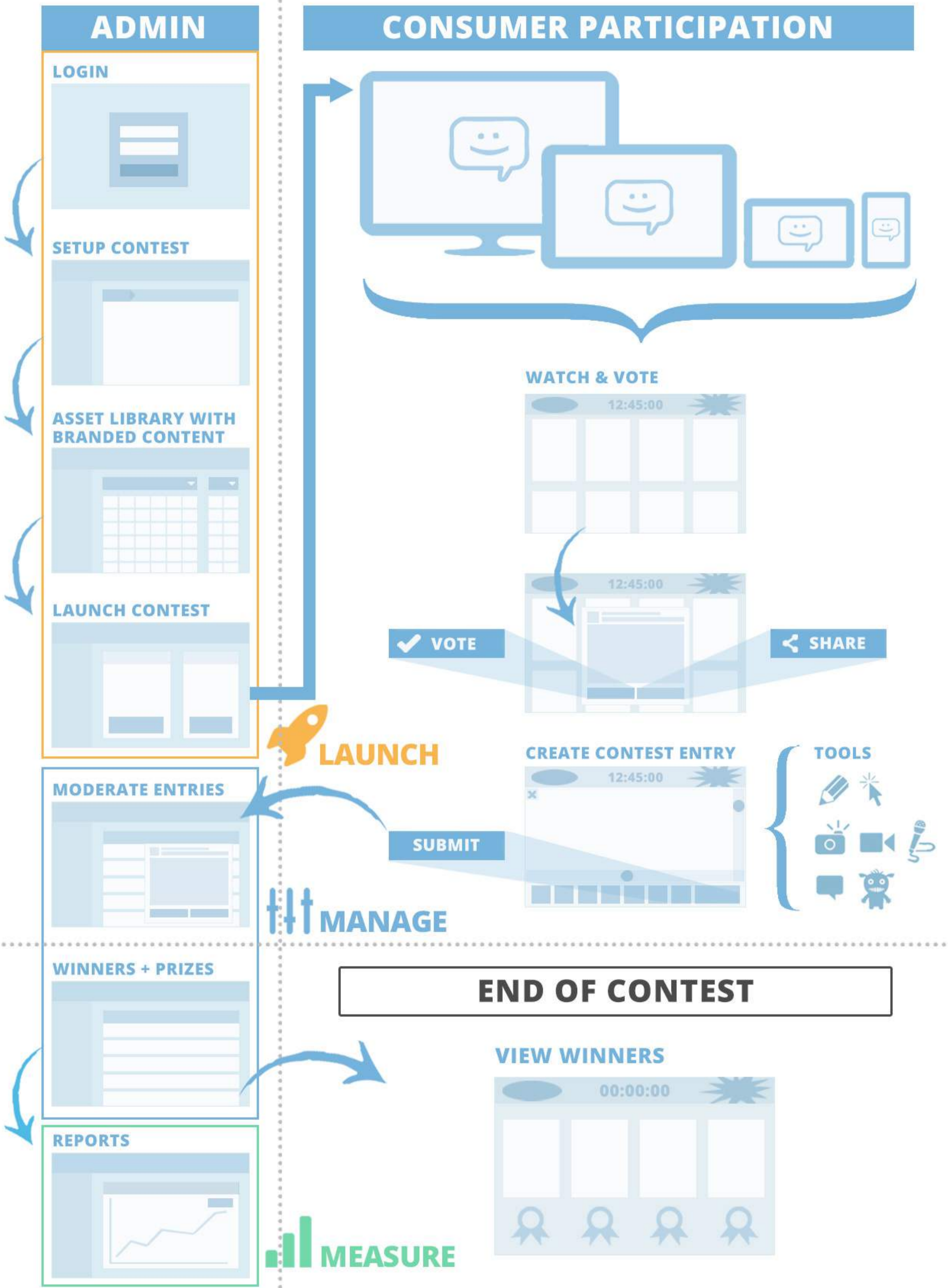
MEASURE

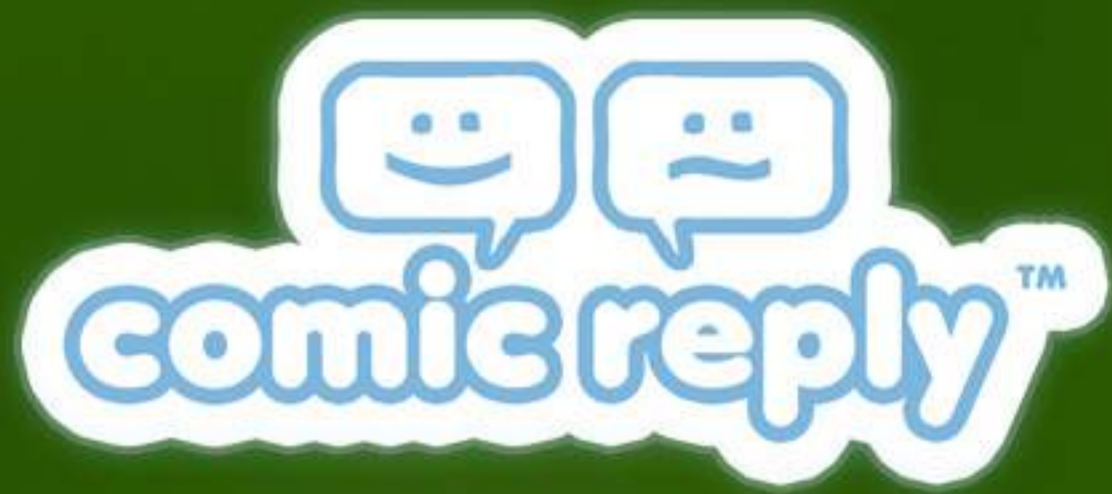
Watch your audience grow with every contest!



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THE CONTEST MARKETING PROCESS





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