

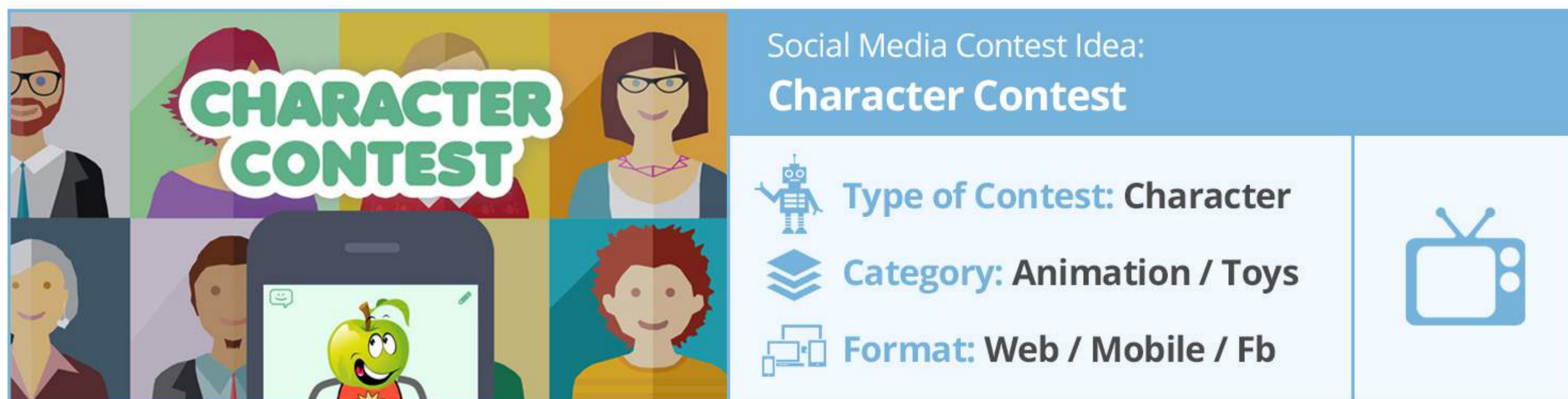


growing playful brands

# SOCIAL CONTEST IDEAS FOR TOY & HOBBY BRANDS

**INSPIRING AUDIENCE ENGAGEMENT.**





Social Media Contest Idea:  
**Character Contest**

Type of Contest: Character  
Category: Animation / Toys  
Format: Web / Mobile / Fb

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

## 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.








Creative Contest Idea:  
**CHARACTER CONTEST**

Fans make characters  
Share for votes  
Most-voted win prizes

ComicReply.com



	<b>Social Media Contest Idea:</b> <b>Comics Contest</b>	
	 <b>Type of Contest: Comics</b>	
 <b>Category: Animation</b>		
 <b>Format: Web / Mobile / Fb</b>		

*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!


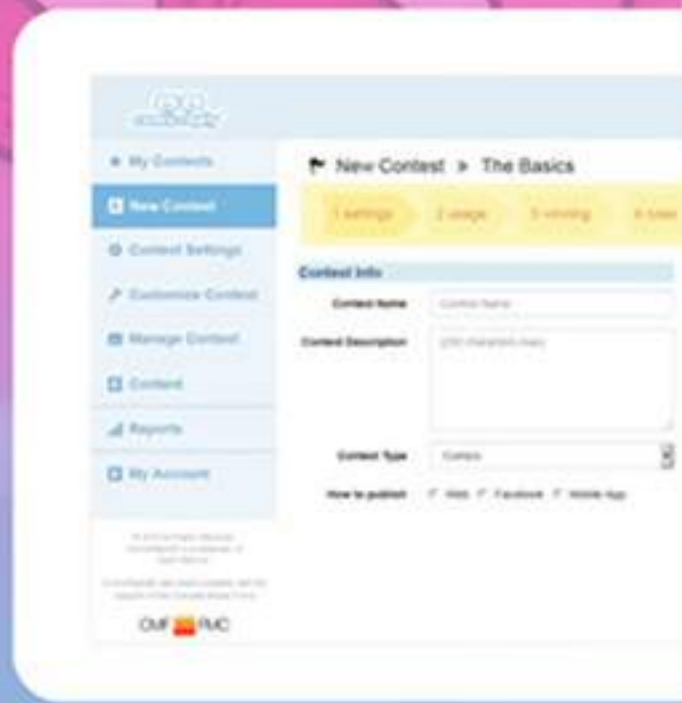


In a comics contest you can invite fans to remix your branded content assets along with related props, talking bubbles, and sound effects, to create meta-comics as contest entries. Your fans will appreciate the ability to play with your popular characters to create their own interesting comics.

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>

<b>Creative Contest Idea:</b> <b>COMICS CONTEST</b>		
		<p>Fans make comics</p> <p>Share for votes</p> <p>Most-voted win prizes</p>
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Social Media Contest Idea:  
**Sports Trivia Contest**

-  **Contest Type:** Trivia
-  **Category:** Sports / Games
-  **Format:** Web / Mobile / Fb



Sports Trivia Contest – Test Your Knowledge of the Game!

## Invite sports fans to test their knowledge of the game with a Sports Trivia Contest!

Are you in the sports business? Then this is for you. Whether you are marketing a major league team, little league team, sports media property or a sports bar, a Trivia Contest is the perfect way to capture the imagination of your audience.

Imagine inviting fans to participate in your own branded sports trivia mobile contest app (or mini-site). As the countdown drops participants answer a variety of multiple choice questions and the one who gets the most right moves on to the next level. After a few levels a winner is announced.

In a simple administration panel online, you set the questions and answers and can control every other aspect of the contest Each question can be accompanied by an image, animation, video, or sound clip.

For example, Umpires Media is a company focused on delivering sports rules explanations, starting with the rules of Baseball. Their Baseball Rules Explorer is a mobile/web platform that makes it easy for fans to search and browse the rules of the game and watch umpire-level video explanations of what the rule is in each case and why it is that way. A nice way to promote the Baseball Rules Explorer is to run a Baseball Trivia Contest (currently in progress).

Sports fans often argue about the rules of sports and so this is a good way to engage them in a meaningful social competition while promoting the brand.

### Interested in running a Trivia Contest?

Then contact us to learn how it can work for your brand. Every business is unique and we can help you find the best way to engage your audience with digital contests. Contact Gil Katz at [gil@comicreply.com](mailto:gil@comicreply.com)



**Creative Contest Idea:**  
**BASEBALL TRIVIA CONTEST**

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Answer trivia questions




Share for votes

Most-right win prizes

ComicReply.com

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	<b>Social Media Contest Idea: Fractal Contest</b>	
	<ul style="list-style-type: none"> <li> <b>Contest Type: Visual Effects</b></li> <li> <b>Category: Applies to Many</b></li> <li> <b>Format: Web / Mobile / Fb</b></li> </ul>	

## 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.


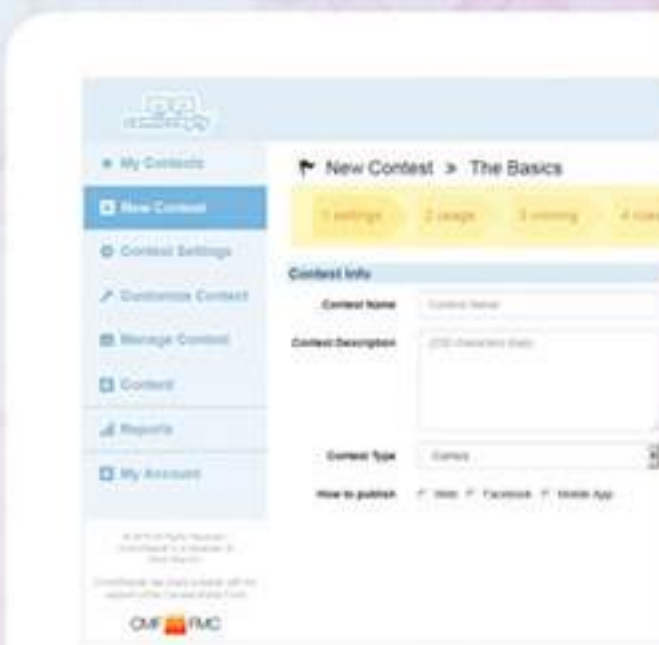





Participants can create a fractal design by playing with a few options, colors and starting shapes. Each fractal is unique and by adding other images, text and audio participants can create amazingly beautiful contest entries easily.

### 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>

<b>Creative Contest Idea: FRACTAL CONTEST</b>		
		<ul style="list-style-type: none"> <li> <b>Make a fractal</b></li> <li> <b>Share for votes</b></li> <li> <b>Most-voted win prizes</b></li> </ul>
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	Social Media Contest Idea: <b>Gaming Contests</b>	
	 <b>Contest Type: Game Play</b>	
 <b>Category: Video Games / Toys</b>		
 <b>Format: Web / Mobile / Fb</b>		

*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](mailto:gil@comicreply.com)**

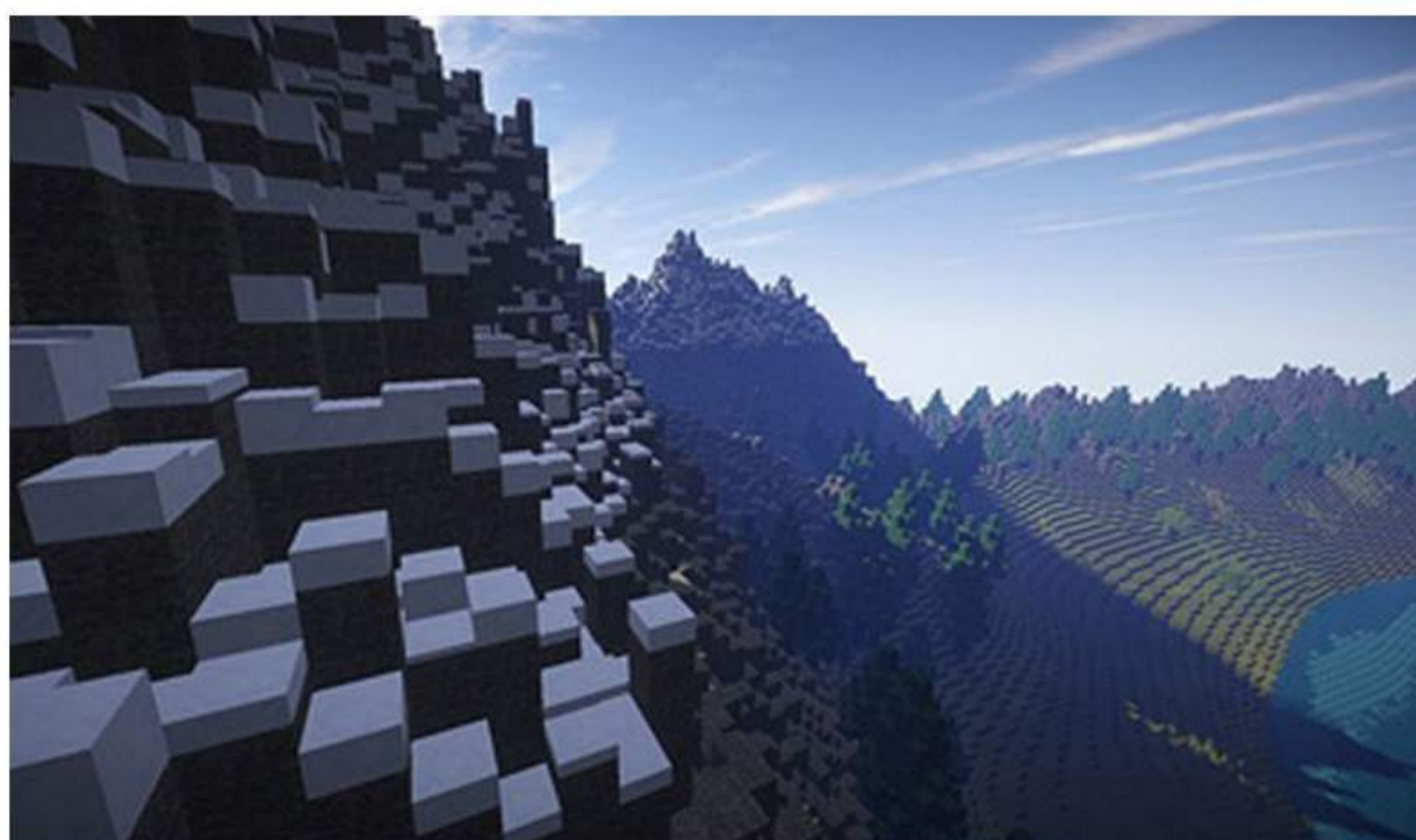


Photo source:  
<https://pixabay.com/en/minecraft-mountain-video-game-655158>



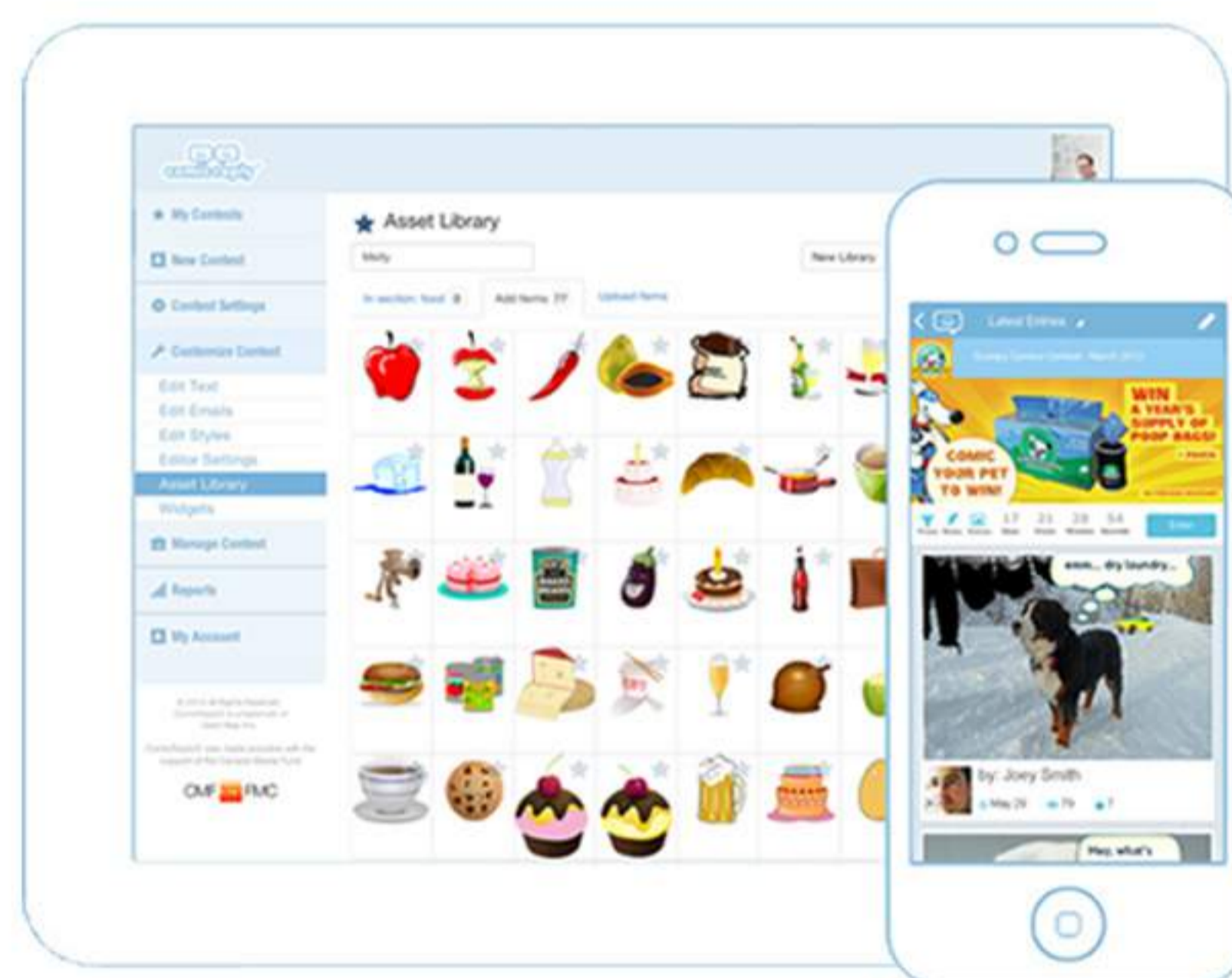
# ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

## 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

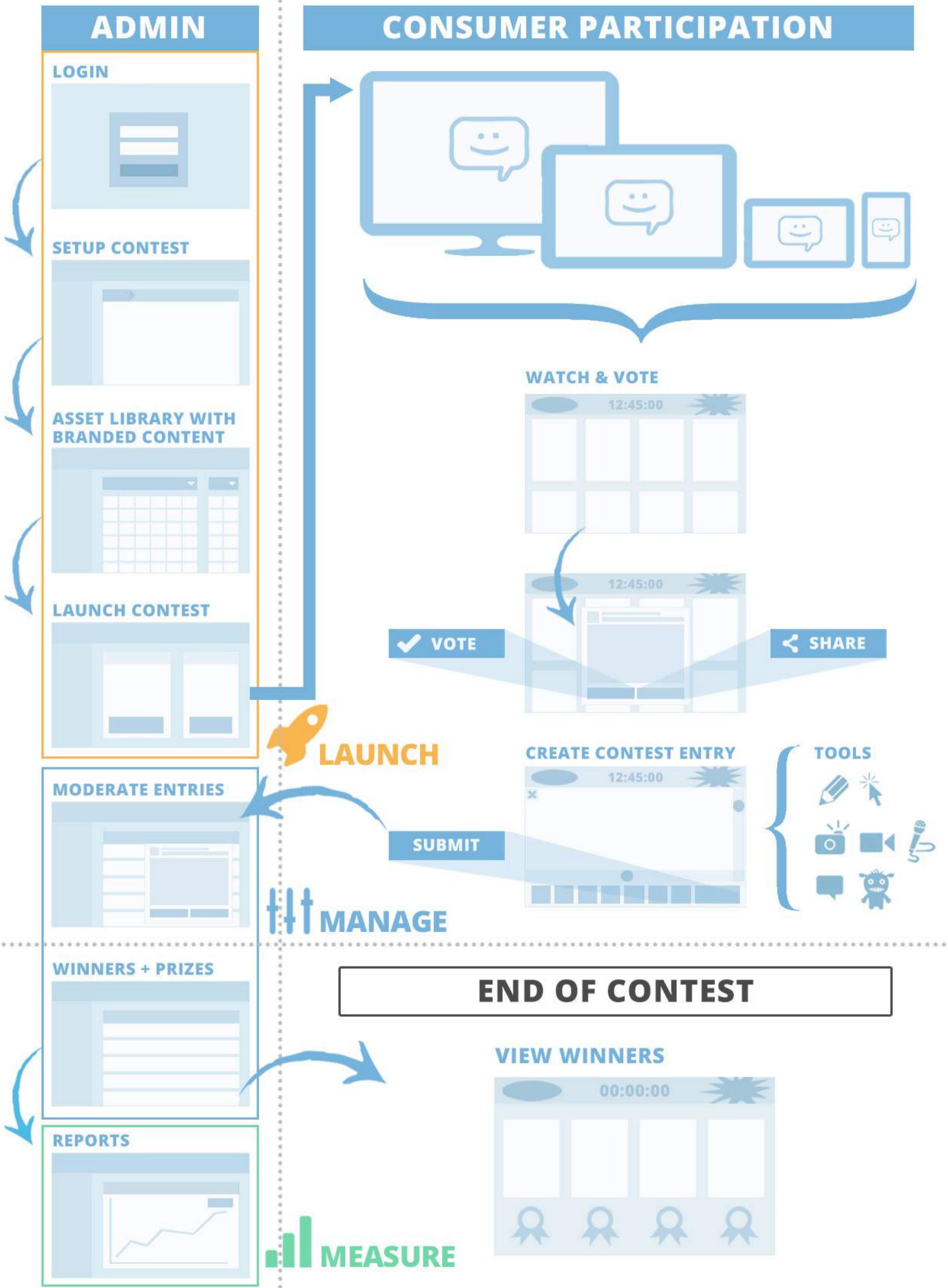
Watch your audience grow with every contest!



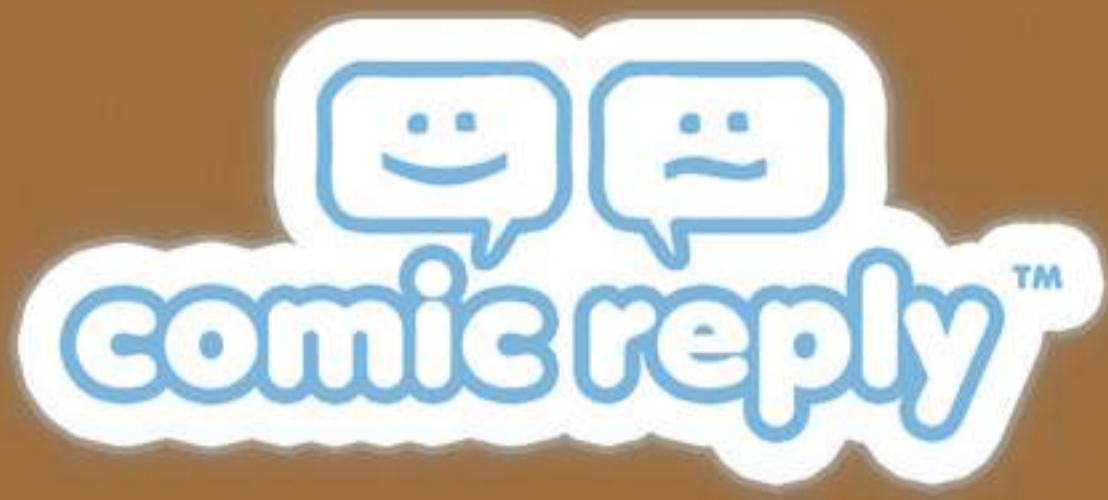


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# THE CONTEST MARKETING PROCESS







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