

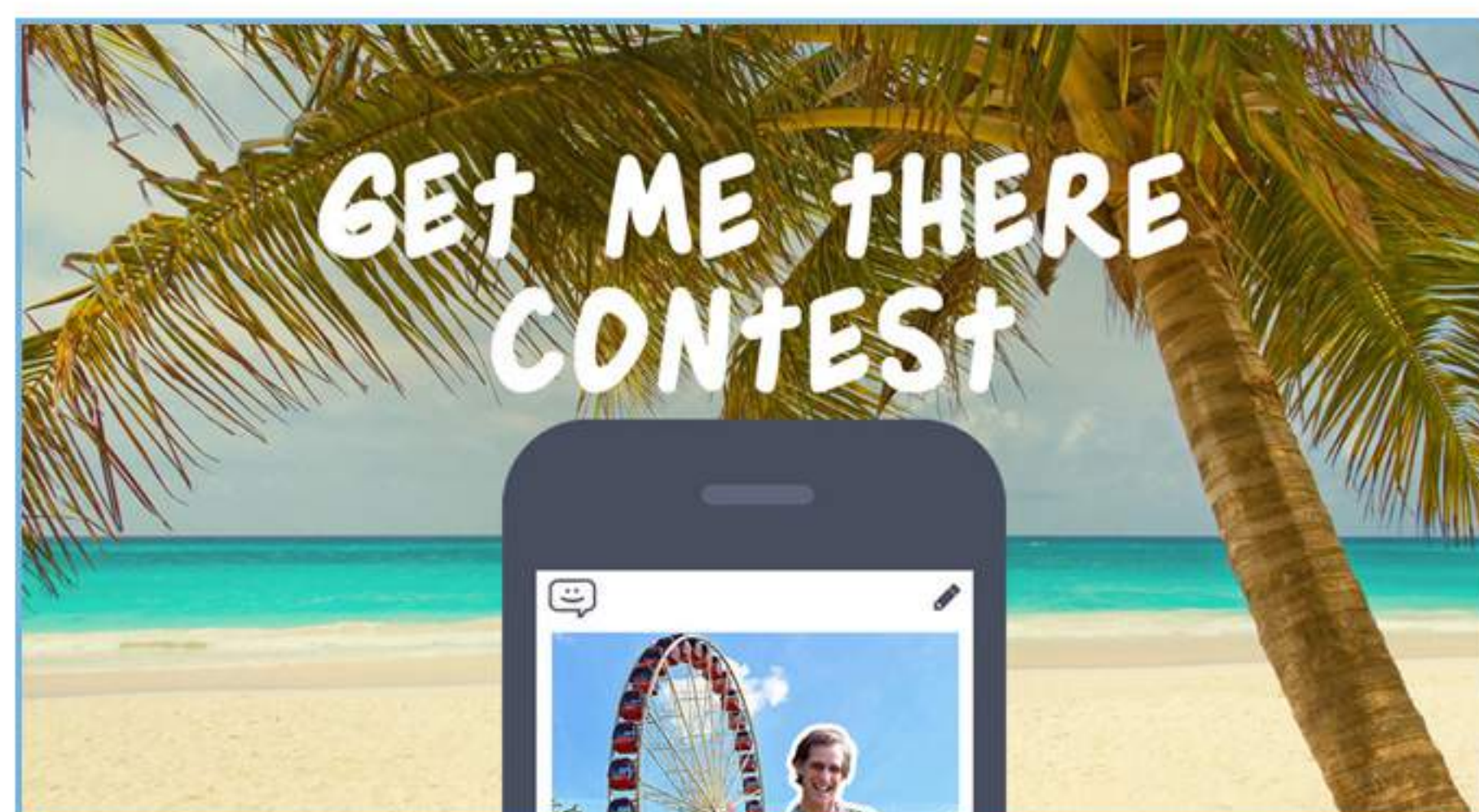


growing playful brands




# SOCIAL CONTEST IDEAS FOR TRAVEL & TOURISM BRANDS

**INSPIRING AUDIENCE ENGAGEMENT.**





## Social Media Contest Idea: Get Me There Contest

-  **Contest Type:** Photo Remix
-  **Category:** Travel / Tourism
-  **Format:** Web / Mobile / Fb



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

Get Me There Contest – Put Yourself On Vacation!

## Imagine yourself on vacation - where would you want to go? Now make it happen with the Get Me There Contest to promote your travel business!

Leverage the creative imagination of customers to promote your travel business – the Get Me There Contest invites people to visualize themselves on vacation by creating a postcard of themselves in the place they want to visit.

### How it works?

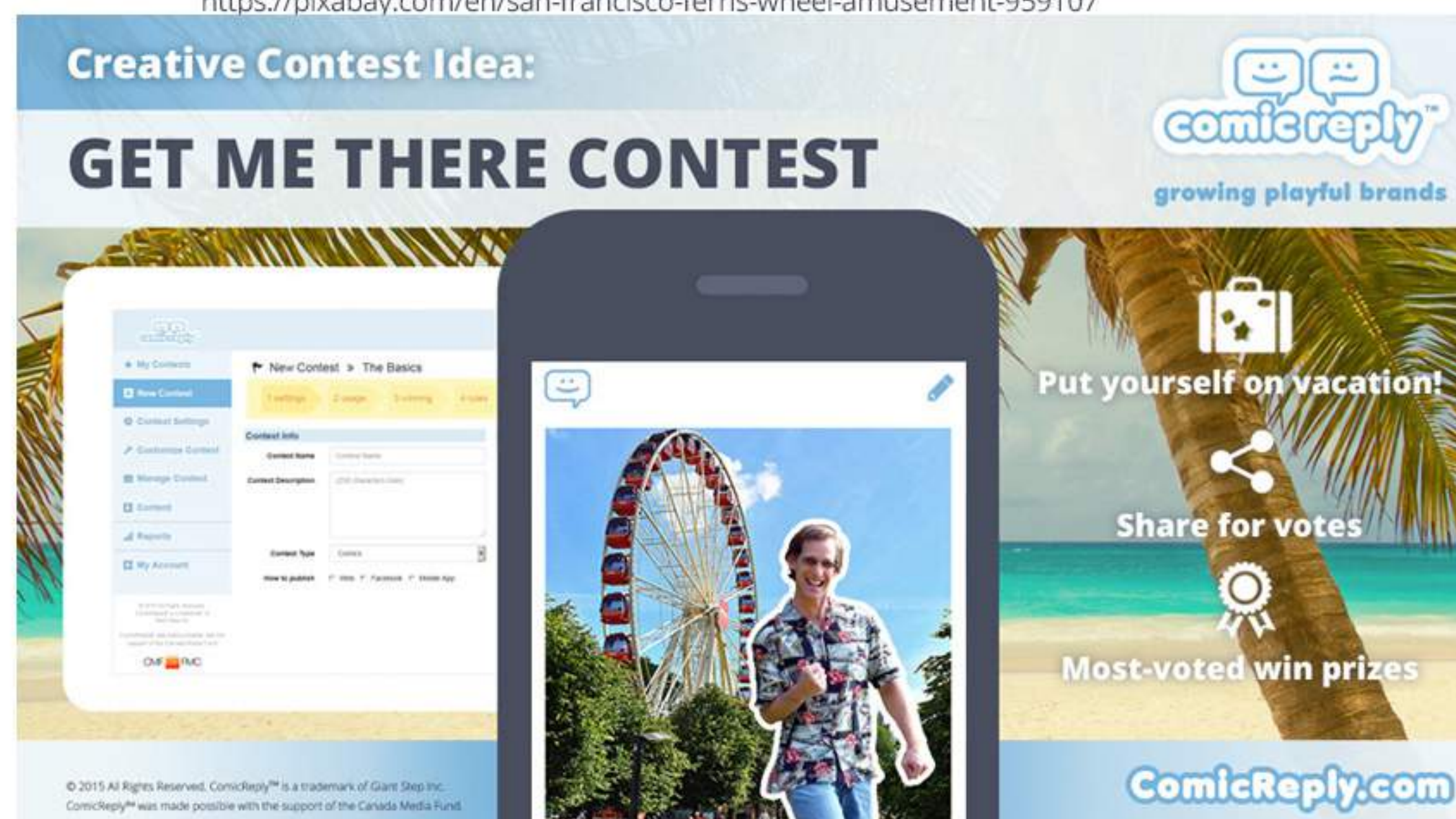
To enter the contest participants need to upload a photo of themselves in front of a white wall. Using our editor they can easily remove the white background leaving a transparent image of them. Then they select from beautiful images of vacation spots from your travel catalog and place their photo on top of the picture – putting them on vacation!

Next they write a title for the postcard and submit it to the contest. Entries are moderated before going live on a public gallery (on a mini site, branded mobile app, and Facebook app).

A stream of vacation entries is presented in an Instagram-like app promoting your brand. People vote for their favorites and participants share their entries on social media to gain votes to win prizes. A countdown clock shows how much time is left and creator of the most-voted entry win a prize (could be a gift certificate, discount on a trip, etc.).

Once the contest is over you can right away start another contest. This is possible because you are leveraging user-generated content (UGC) and so the contest will not get boring because, each time you can focus on a different theme, provide different vacation spot background photos and different people participate creating different contest entries and sharing with new people. All of this makes it an engagement marketing machine for your business.

Photo source: <https://pixabay.com/en/beach-beautiful-blue-coast-84631>  
<https://pixabay.com/en/san-francisco-ferris-wheel-amusement-959107>



**Creative Contest Idea:**  
**GET ME THERE CONTEST**

Put yourself on vacation!

Share for votes

Most-voted win prizes

ComicReply.com



	<p>Social Media Contest Idea: <b>Snowflake Contest</b></p> <table border="1"> <tr> <td data-bbox="1015 571 1758 685">  <b>Contest Type: Remix</b> </td> <td data-bbox="1758 571 2022 896" rowspan="3">  </td> </tr> <tr> <td data-bbox="1015 685 1758 799">  <b>Category: Winter Products</b> </td> </tr> <tr> <td data-bbox="1015 799 1758 896">  <b>Format: Web / Mobile / Fb</b> </td> </tr> </table>	 <b>Contest Type: Remix</b>		 <b>Category: Winter Products</b>	 <b>Format: Web / Mobile / Fb</b>
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## Snowflake Contest - Marketing Winter Products

**In a Snowflake Contest people use an editor to create unique snowflakes and share to win prizes.**

Looking for an exciting new way to promote your winter business? Whether it's a ski resort, skate brand or winter jackets, a Snowflake Contest can work for you.

In this contest participants easily design snowflakes using a unique web/mobile editor and submit them to the contest. Every snowflake is posted on a public gallery and visitors can also browse through snowflake entries (like in Instagram) and vote for their favorites.


A live countdown clock shows how much time there is left in the contest and the most-voted at the end wins a prize. Participants share their snowflakes with friends to gain more votes towards winning the prize. All the while, each shared snowflake includes a watermark of your brand or even other promos linking back to your site. This helps with search engine optimization (SEO) and brings more people to your site.

The contest can be on your website and also launched as it's own contest mobile app. It can also be running as a Facebook App on your Facebook page, all at the same time.

### Interested in running a Snowflake Contest this winter?

The ComicReply platform will save you a lot of time, money and headaches because it already has all of the features you will need to do this. Our team will also customize it for your brand in the most cost-effective way.

Photo source: <https://pixabay.com/en/mountain-climbing-mountain-climber-802099>

<p><b>Creative Contest Idea:</b></p> <p><b>SNOWFLAKE CONTEST</b></p>   <p><b>Fans make snowflakes</b></p> <p><b>Share for votes</b></p> <p><b>Most-voted win prizes</b></p> <p>ComicReply.com</p>
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	<p>Social Media Contest Idea: <b>Bike Parking Contest</b></p> <table border="1"> <tr> <td data-bbox="1015 571 1758 685">  <b>Contest Type: Remix</b> </td> <td data-bbox="1758 571 2022 685" rowspan="3">  </td> </tr> <tr> <td data-bbox="1015 685 1758 799">  <b>Category: Sports / Bikes</b> </td> </tr> <tr> <td data-bbox="1015 799 1758 896">  <b>Format: Web / Mobile / Fb</b> </td> </tr> </table>	 <b>Contest Type: Remix</b>		 <b>Category: Sports / Bikes</b>	 <b>Format: Web / Mobile / Fb</b>
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*Note: This is a contest idea by ComicReply – available to be customized for your brand!*

Bike Parking Contest – Park in Wild Places!

## Ever wish you could park your bike anywhere you want? Now you can in the Bike Parking Contest!

In this contest participants get a chance to take a photo of their bike and park it in the most exciting places – on top of a mountain, on the moon, sailing the ocean, etc. If you are looking to market your bike business or sporting event in a new and extremely viral way this year, then this is perfect for you.

### How it works:


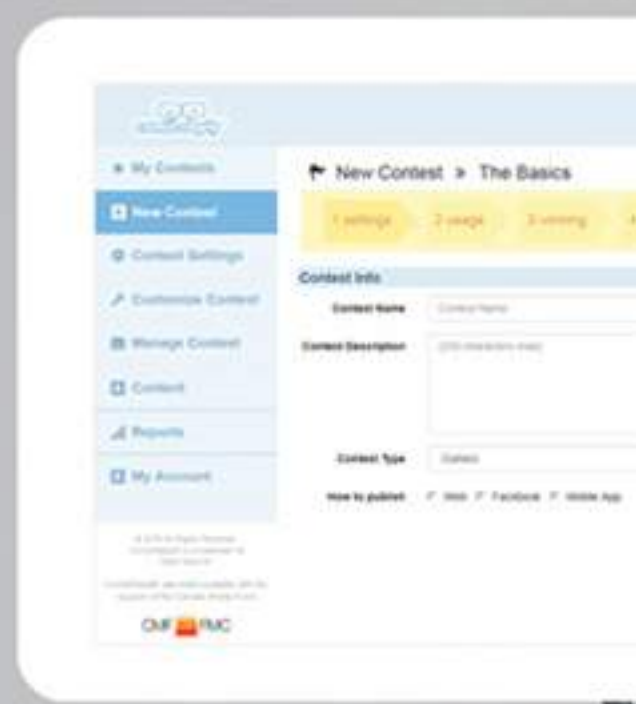
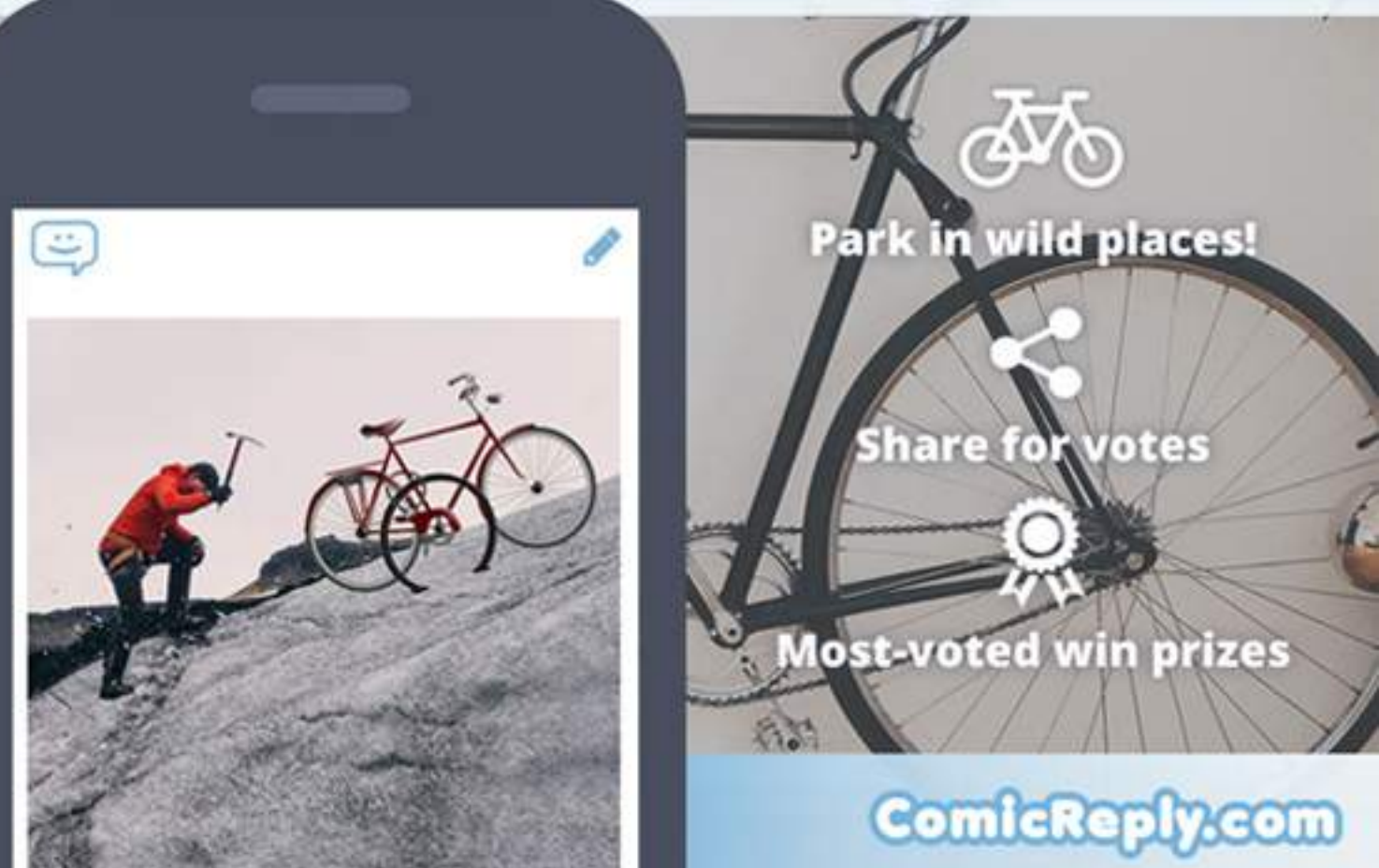
Bicycle enthusiasts will have a lot of fun parking their bikes in wild places and share their entries with friends on social media to show off their great ideas and gain votes to win prizes.

The contest can run on a mini-site, a branded mobile app, and on your Facebook page (as an app/tab) all at the same time to attract as many people as possible. Visitors watch a stream of contest entries in an Instagram-like display and vote for their favorites. The most-voted win prizes (could be a gift certificate, a bike, or something else).

To enter participants take a photo of their bike next to a white wall. Using our unique editor they can easily remove the background leaving a transparent image of their bike. Then selecting from a variety of location images, bike parking posts and locks (from your product catalog), they easily position (resize, rotate) their bike anywhere in the world and park it and give it a title.

Using the ComicReply platform you can easily launch, manage, and measure such an advanced Visual user-generated content (UGC) contest. The platform includes all of the features you will need to make it happen and our team can customize it if needed to your needs at the most reasonable rates and terms.

Photo source: <https://pixabay.com/en/mountain-climbing-mountain-climber-802099>

<p><b>Creative Contest Idea:</b> <b>BIKE PARKING CONTEST</b></p> 	
	



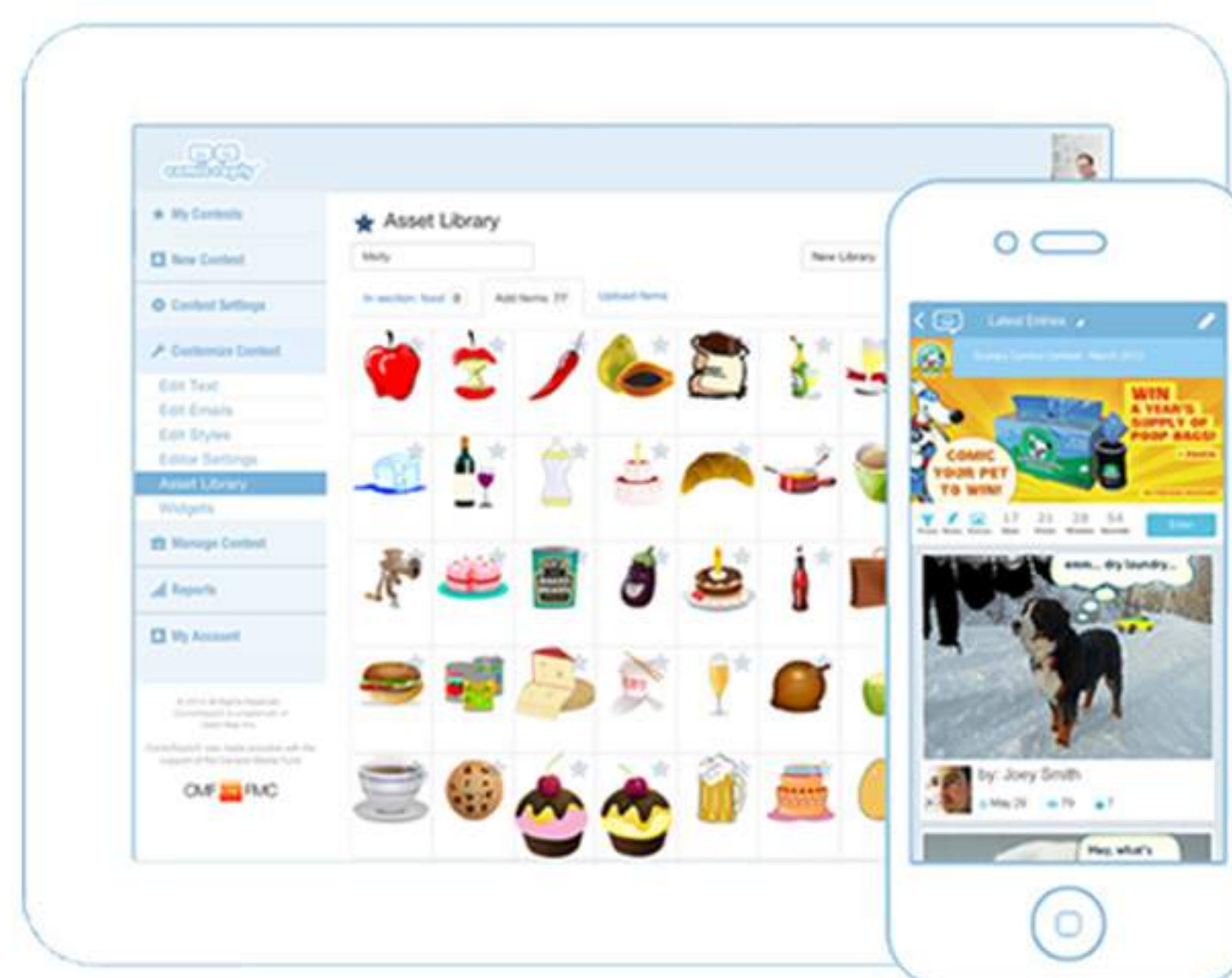
# ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

## 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

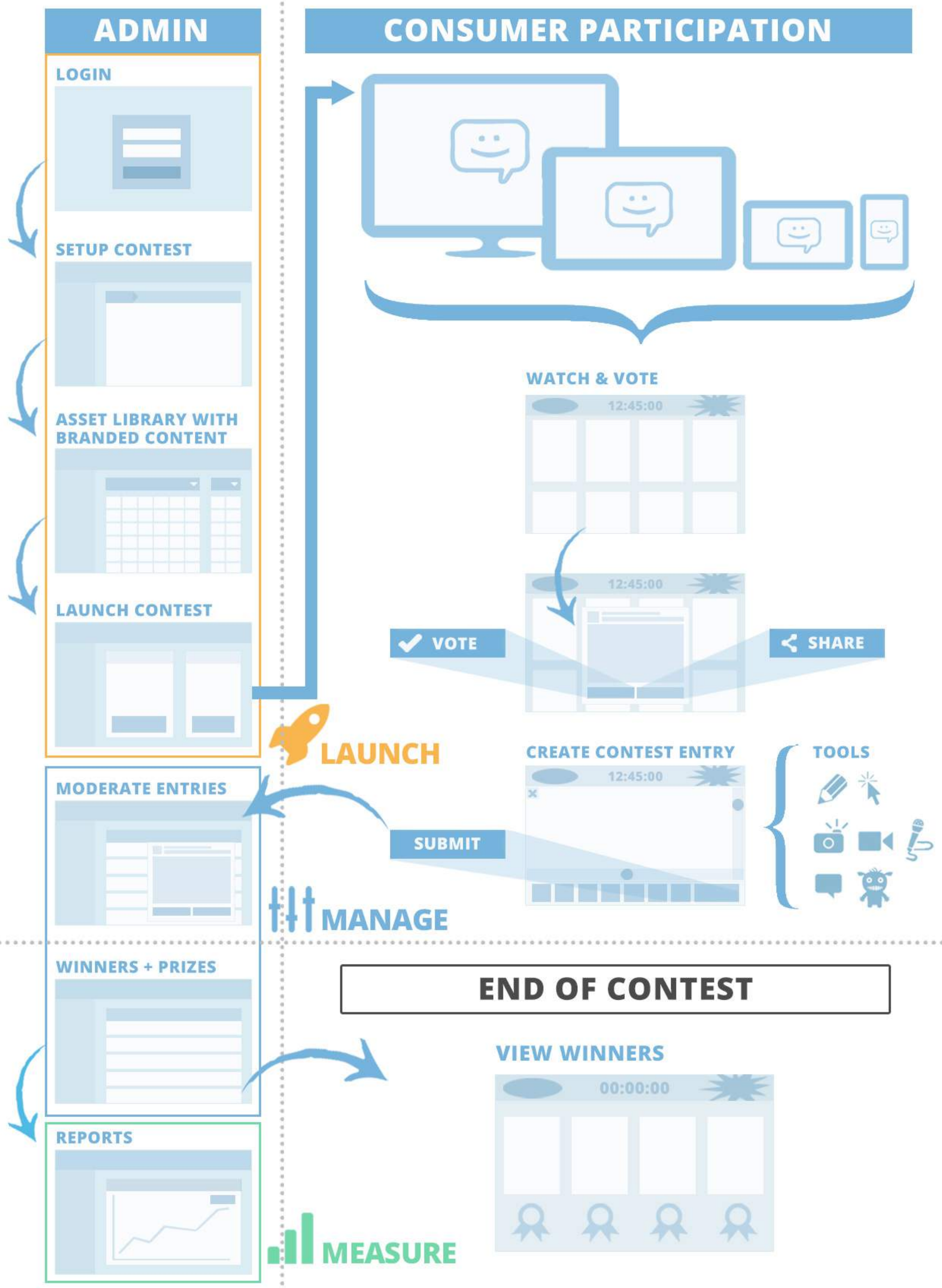
Watch your audience grow with every contest!





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## THE CONTEST MARKETING PROCESS







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**For more information contact:**

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DIGITAL MEDIA MARKETING

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