



growing playful brands

A background image of a woman with long, dark, wavy hair, seen from behind, using a silver hair dryer. The image is overlaid with a semi-transparent blue filter.

# SOCIAL CONTEST IDEAS FOR WELLNESS & BEAUTY BRANDS

**INSPIRING AUDIENCE ENGAGEMENT.**



	<b>Social Media Contest Idea:</b> <b>Hairstyles Contest</b>	
	 <b>Type of Contest: Photo Remix</b>	
 <b>Category: Wellness &amp; Beauty</b>		
 <b>Format: Web / Mobile / Fb</b>		

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

## Hairstyles Contest – Try On A New Do

### Take your hair salon to the next level – invite customers to play with their hair and share in the Hairstyle Contest!


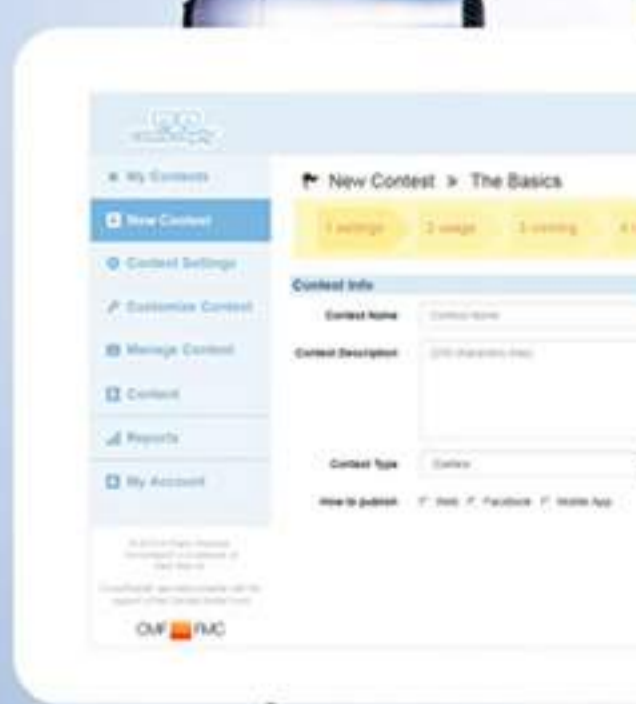





How do you remind customers to bring their friends and recommend your hair salon? With a friendly mobile contest. In this contest participants place many hairstyles on their own photo, then submit their favorite to the contest and share it with friends to gain votes to win prizes.

#### How it works:

1. Participants take a photo of themselves in front of a white wall + upload
2. Using a tool in our editor they can easily replace their current hair style with other styles in many colors. They simply select a style, color, place it on their photo, resize and rotate to fit their head on the image.
3. Submit their favorite with a title
4. Uploads are moderated and then posted on the live public gallery for views and votes
5. Participants share their entries with friends to gain votes to win prizes.
6. The most-voted entry at the end of the contest wins a prize.

Note: the top of the mobile app / site features a countdown clock showing how much time is left in the contest. This encourages more participation and sharing as the contest end gets near.

Photo source:  
<https://pixabay.com/en/woman-hair-drying-girl-female-586185>  
<https://pixabay.com/en/bubble-caucasian-thought-daydream-19329>

<b>Creative Contest Idea:</b> <b>HAIRSTYLES CONTEST</b>		
		 <b>Try on new hairstyles</b>
		 <b>Share for votes</b>
		 <b>Most-voted win prizes</b>
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	<b>Social Media Contest Idea:</b> <b>Accessories Contest</b>	
	 <b>Type of Contest: Photo Remix</b>	
	 <b>Category: Beauty, Clothing</b>	
 <b>Format: Web / Mobile / Fb</b>		

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

## Accessories Contest – Try Items On Your Photo

### Looking to grow your accessories business? Invite shoppers to try on your products in the Accessories Contest.

In an Accessories Contest shoppers upload their photo and place images of your products on to see how they like them. When ready they submit the image to the contest and share it with friends on social media to get votes. The most-voted entry at the end of the contest wins a prize (could be a gift certificate).

The digital experience happens on their mobile phone, on a mini-site, and on your Facebook page (in a Facebook app tab) all at the same time – to attract as many people as possible. When a person first visits the contest they see a live stream of contest entries – images of people wearing accessories from your product catalog. They vote for their favorites and share entries on social media.

This is a fun way to invite shoppers to get acquainted with your product catalog and the competitive nature of the campaign instigates sharing, which helps you reach more potential customers. Launching such a campaign is usually very expensive, but the ComicReply platform is designed especially for these types of advanced user-generated content (UGC) contests. The platform has all of the features you will need to launch, manage, and measure the results. Our team can also customize it as a ‘white-label’ implementation at the most reasonable rates and terms.

Once you have the contest set in place, you can easily re-launch it for a nominal fee many times, extending your reach and accumulating fans with every contest. This will grow your mailing list and help you build stronger connections with existing customers, as well as a great way for them to tell friends about your products.

Photo source:  
<https://pixabay.com/en/woman-blonde-model-fashion-casual-1031533>  
<https://pixabay.com/en/heart-chain-valentine-s-day-memory-1049645>



**Creative Contest Idea:**  
**ACCESSORIES CONTEST**

Put on accessories

Share for votes

Most-voted win prizes

ComicReply growing playful brands

ComicReply.com

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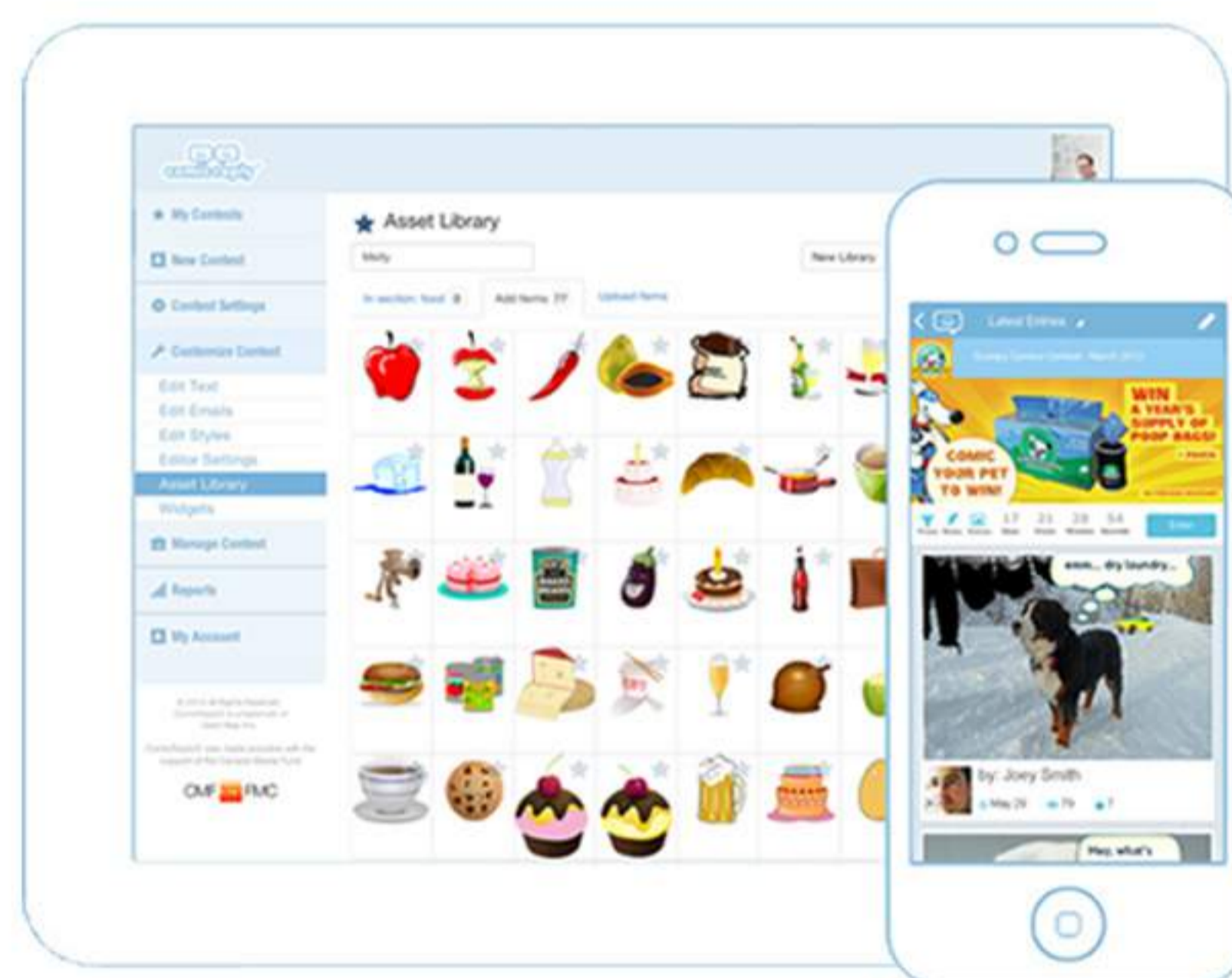
# ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

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



### LAUNCH

Easily launch a variety of creative contests



### MANAGE

Moderate entries, winners, and prizes



### MEASURE

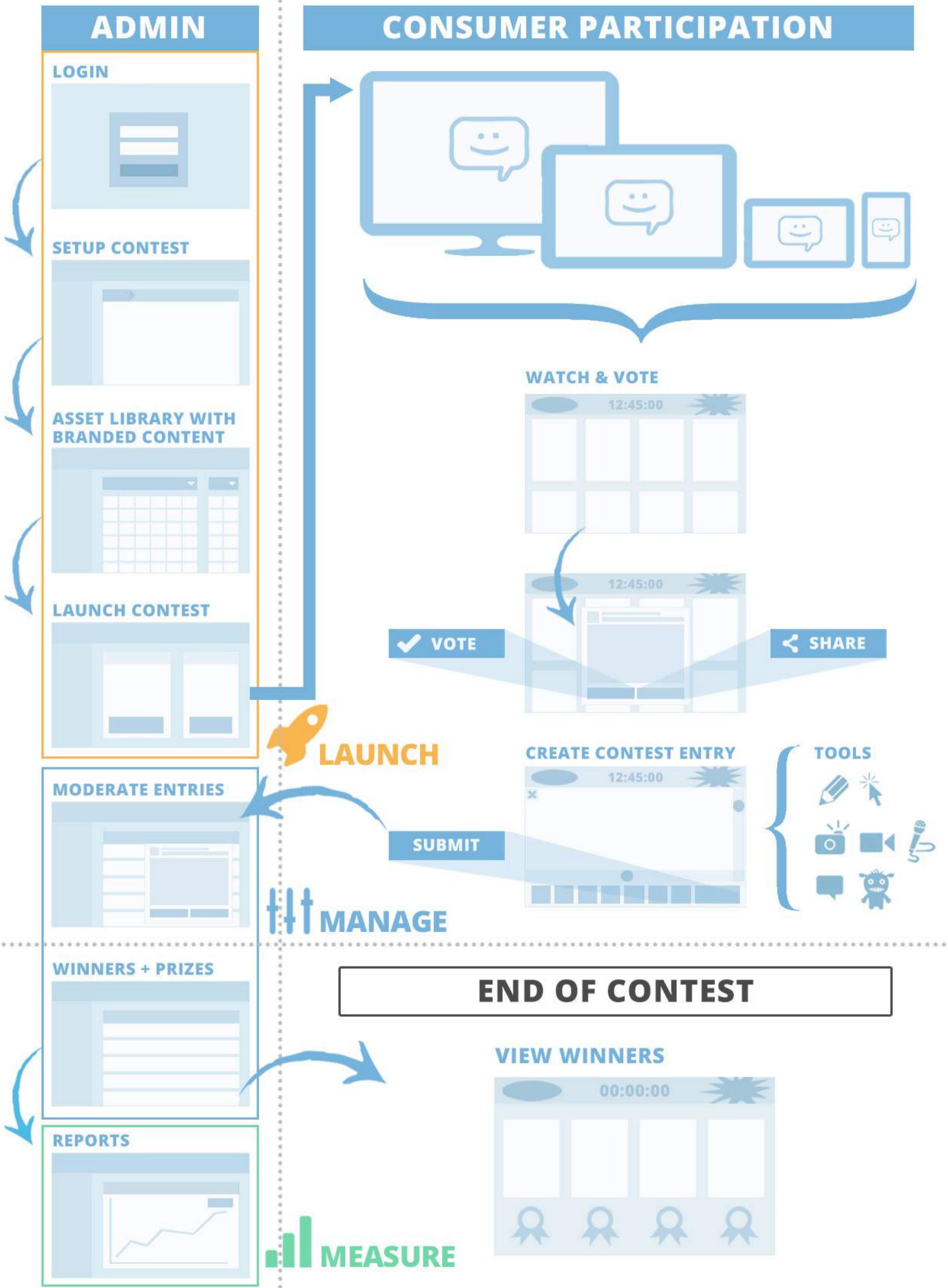
Watch your audience grow with every contest!





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# THE CONTEST MARKETING PROCESS







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