

growing playful brands

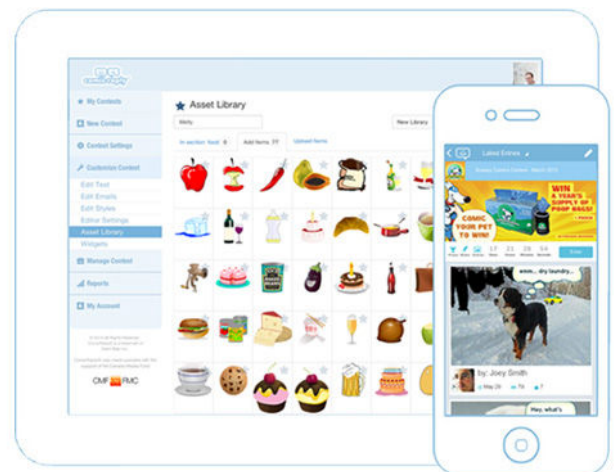
# ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

## 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, and the most-voted creations win prizes.

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



## LAUNCH

Easily launch a variety of creative contests



## MANAGE

Moderate entries, winners, and prizes



## MEASURE

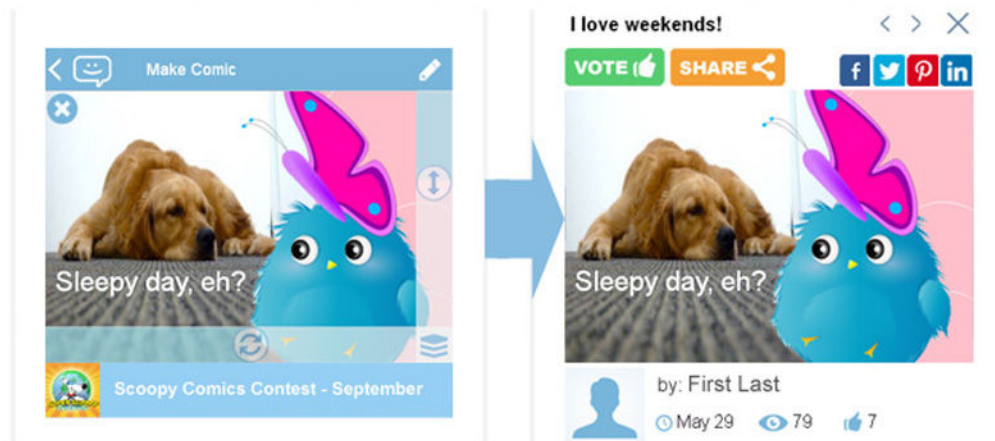
Watch your audience grow with every contest!

Interested? Contact Gil Katz at [gil@comicreply.com](mailto:gil@comicreply.com), 416.596.0800

[comicreply.com](http://comicreply.com)

# How It Works

Every Creative Contest follows the same process:



Fans remix branded content to create 'fan-art'  
(comics, drawings, audio-narration, characters, objects, photos, etc.)



Fans enjoy watching new branded-personalized contest entries posted to the gallery every day, and return regularly to check their own entry's popularity



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**comicreply.com**

## ADMIN

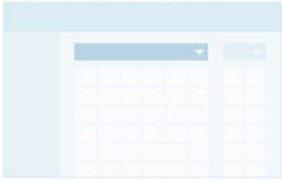
### LOGIN



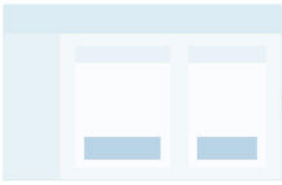
### SETUP CONTEST



### ASSET LIBRARY WITH BRANDED CONTENT



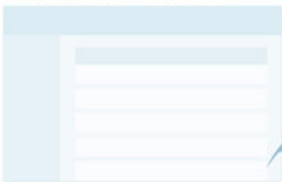
### LAUNCH CONTEST



### MODERATE ENTRIES



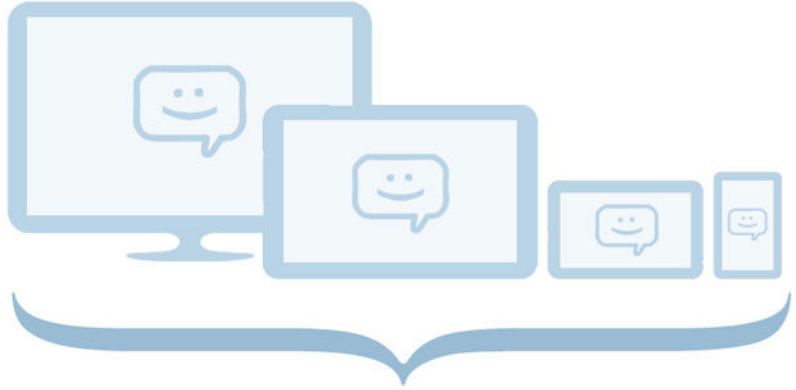
### WINNERS + PRIZES



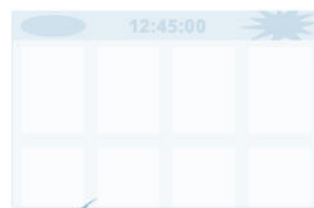
### REPORTS



## CONSUMER PARTICIPATION



### WATCH & VOTE



✓ VOTE

SHARE

### CREATE CONTEST ENTRY



### TOOLS

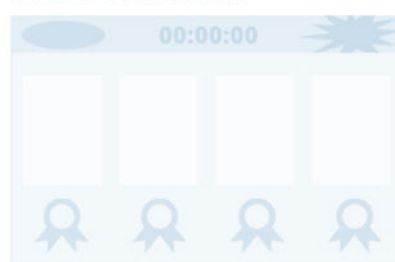


SUBMIT

**MANAGE**

## END OF CONTEST

### VIEW WINNERS



**MEASURE**

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**comicroply.com**