



growing playful brands

SOCIAL CONTEST IDEAS FOR CANDY & DESSERT BRANDS

INSPIRING AUDIENCE ENGAGEMENT.



Social Media Contest Idea:
Ice Cream Flavor Contest

	Contest Type: Object Design	
	Category: Candy & Dessert	
	Format: Web / Mobile / Fb	

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

Ice Cream Flavor Contest – Pick Your Favorites

Bring out the fun with an Ice Cream Flavor Contest – a flavor making contest on your website, mobile app and Facebook.

In this Ice Cream Flavor Contest people get to play with many ice cream flavors and present their unique ideas beautifully. Then they share their flavor ideas with friends on social media to gain votes to win prizes.

Using the ComicReply platform you can easily launch such an exciting contest easily!

In the admin panel we can upload images of scoops and ingredients that participants can select and layer on top of each other to create interesting ice cream collages. They can choose from a variety of cones, cups and plates, as well as sprinkles and other items.

This is the type of contest is best for:

- * Ice cream shops
- * Convenient stores
- * Entertainment centers (for example, movie theaters)
- * Summer events (festivals, etc.)

Interested? Contact us to see how it works.

This is just one idea and we have many more original concepts for digital marketing that can help grow your brand. Contact us for a free consultation.

Email Gil Katz at gil@comicreply.com

Photo source:
<https://pixabay.com/en/ice-cream-ice-cream-parlor-dessert-410330>

Creative Contest Idea:
ICE CREAM SCOOP CONTEST








Pick flavour scoops



Share for votes



Most-voted win prizes

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	Social Media Contest Idea: Desert Recipe Contest	
	<ul style="list-style-type: none">  Contest Type: Object Design  Category: Candy & Dessert  Format: Web / Mobile / Fb 	

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

Donut Design Contests at Coffee Shop Franchise

The Donut Design Contests invite customers to invent their own donut recipes.

Over the past few years a popular coffee shop franchise has been running a brilliant creative contest that invites customers to play with ideas for new donuts. Using a digital editor fans select from a variety of ingredients including a base, filing, icing, designs, sprinkles, and toppings.

Recipe entries are named and published in a public gallery for viewing and voting. The most-voted entries move on to the next level where the top recipes are judged by professionals. The national winning recipe is actually added to menu and available for purchase at store locations all across the country.

This is a perfect example of the power of social contests and especially creative contests, where the audience is invited to actually create something that relates to the brand. Fans love to remix branded content and so when invited to ‘play’ with a brand’s content assets they are more than eager to participate.



This concept can be applied for any restaurant in various configurations. If you are interested in running such a contest then the ComicReply platform can save you a lot of time and headaches. The platform includes all of the features needed to run these types of ‘Object Remix Contests’.

On the admin panel you can upload your branded content assets for participants to play with. The platform will cover around 80-90% of the requirements and our team can also customize it for your needs at reasonable rates and terms.

Photo source:
<https://pixabay.com/en/donuts-fun-sugar-food-doughnut-179248>

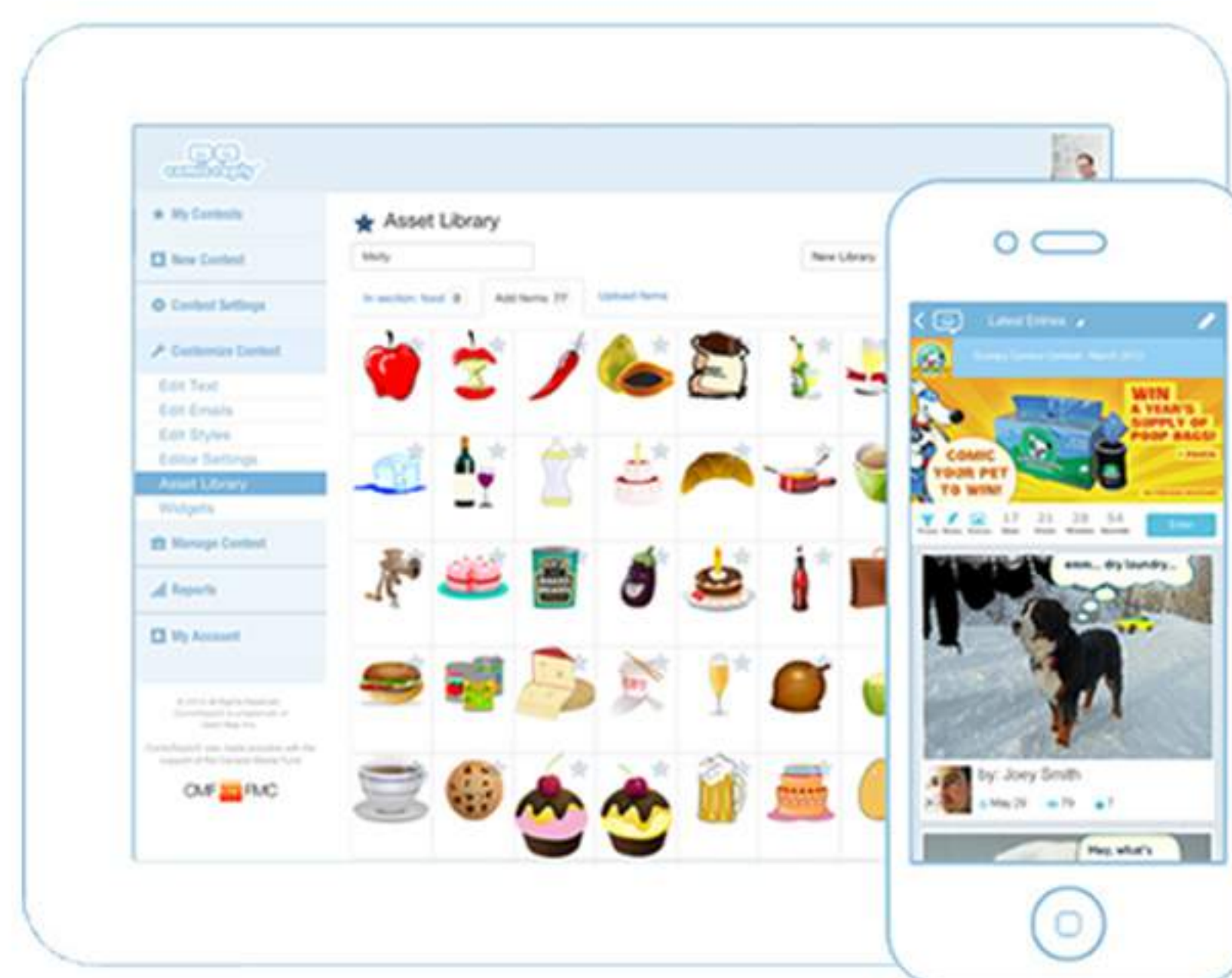
ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

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



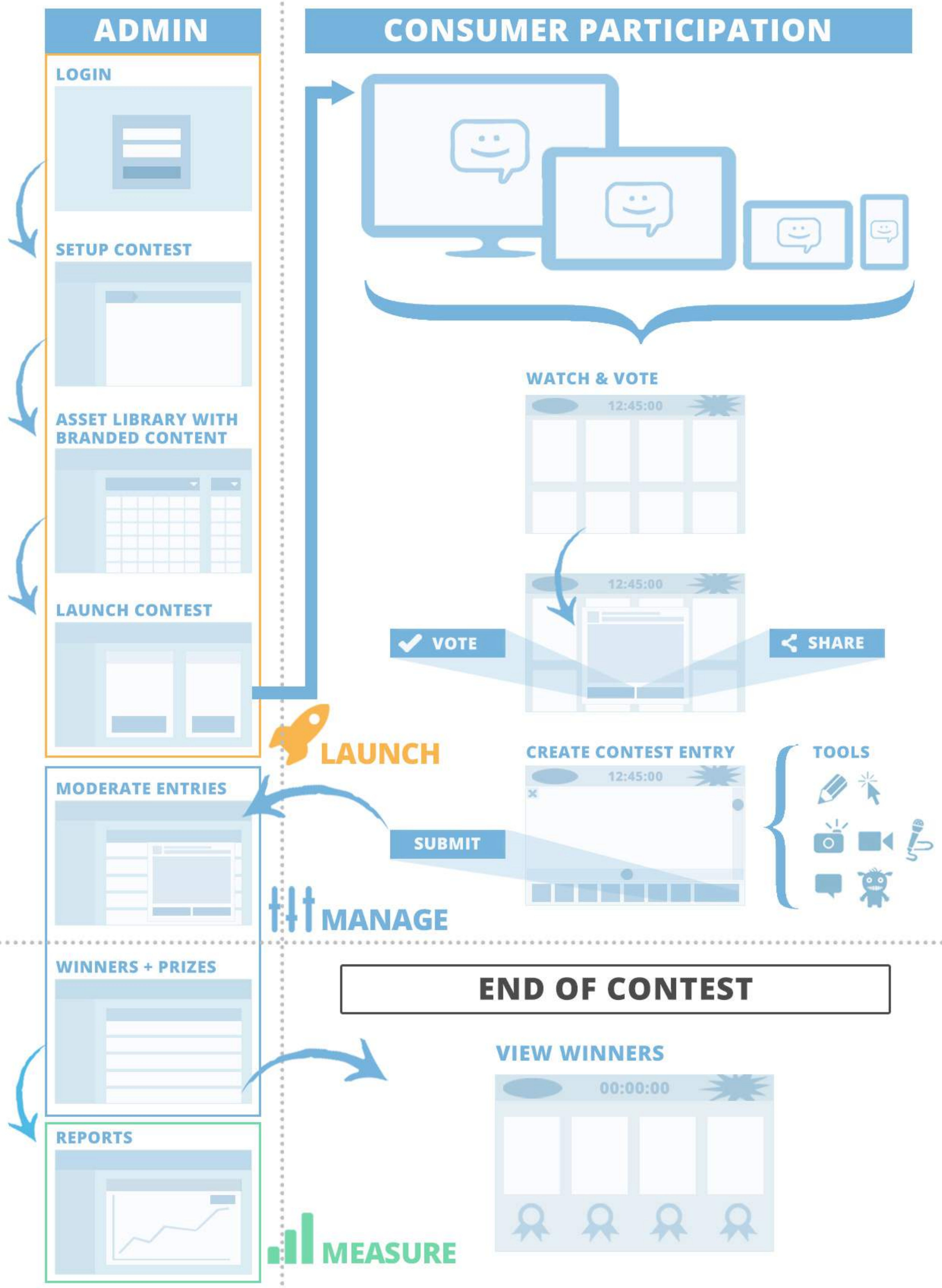
MEASURE

Watch your audience grow with every contest!



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THE CONTEST MARKETING PROCESS





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For more information contact:

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