




growing playful brands

# SOCIAL CONTEST IDEAS FOR CARTOON & CHARACTER BRANDS

**INSPIRING AUDIENCE ENGAGEMENT.**



	<p>Social Media Contest Idea: <b>Comics Contest</b></p> <table border="1"> <tr> <td data-bbox="1043 614 1124 685"></td> <td data-bbox="1135 614 1670 685"><b>Type of Contest: Comics</b></td> <td data-bbox="1812 656 1965 813" rowspan="3"></td> </tr> <tr> <td data-bbox="1043 699 1124 771"></td> <td data-bbox="1135 699 1670 771"><b>Category: Animation</b></td> </tr> <tr> <td data-bbox="1043 785 1124 871"></td> <td data-bbox="1135 785 1670 871"><b>Format: Web / Mobile / Fb</b></td> </tr> </table>		<b>Type of Contest: Comics</b>			<b>Category: Animation</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!*

## 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!


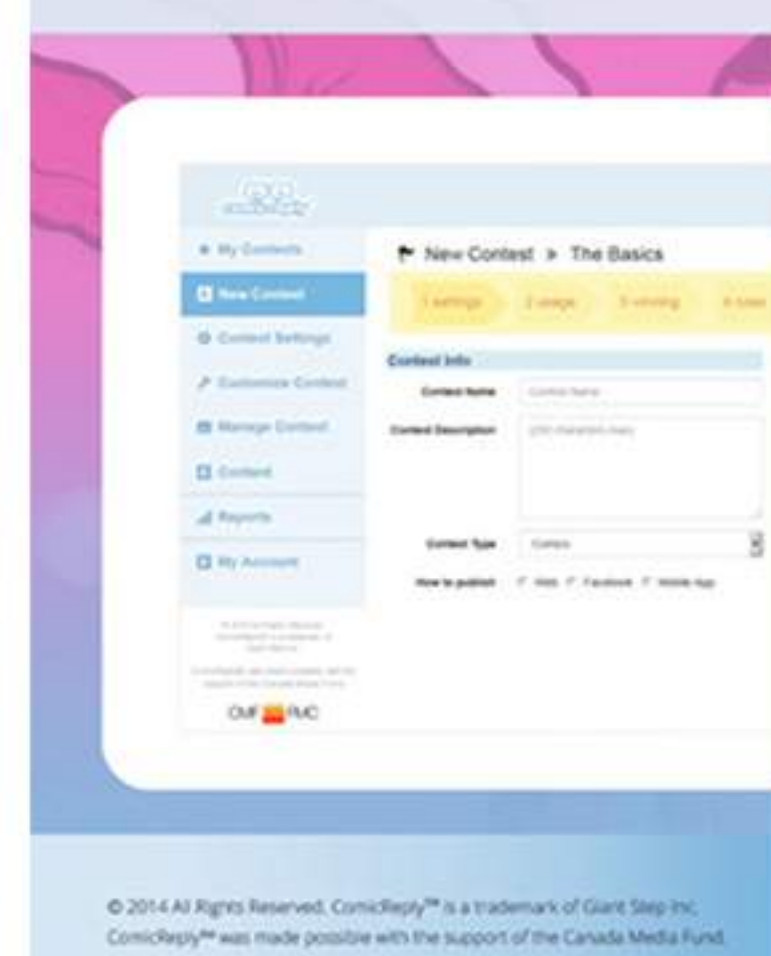
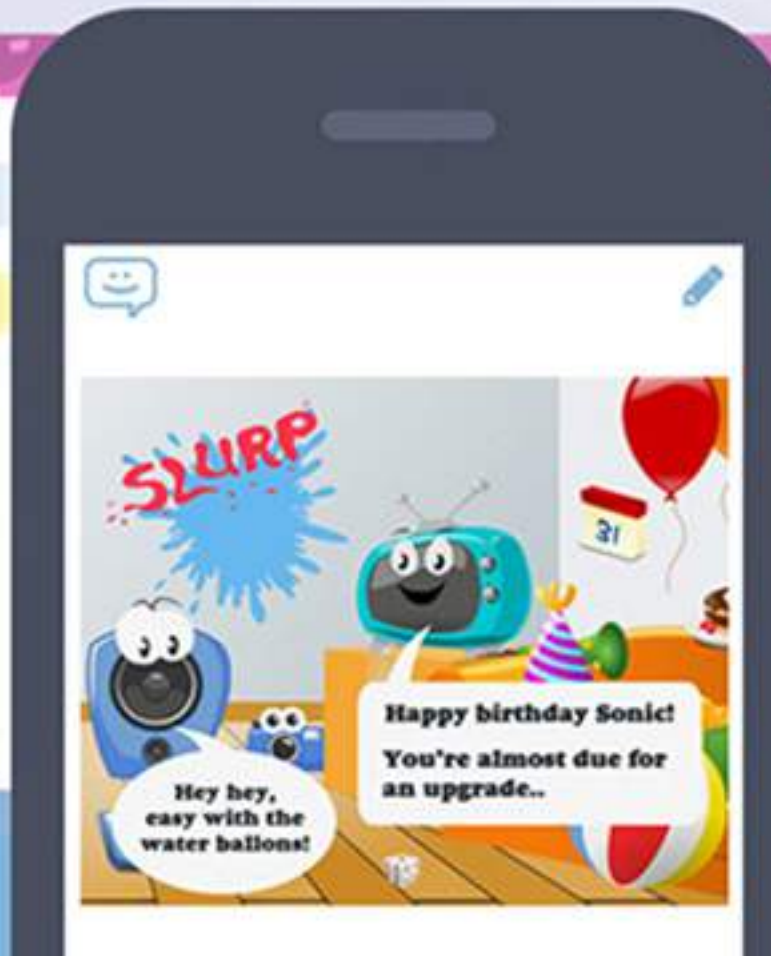
In a comics contest you can invite fans to remix your branded content assets along with related props, talking bubbles, and sound effects, to create meta-comics as contest entries. Your fans will appreciate the ability to play with your popular characters to create their own interesting comics.

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>

<p>Creative Contest Idea: <b>COMICS CONTEST</b></p>		
		<p>Fans make comics</p> <p>Share for votes</p> <p>Most-voted win prizes</p> <p><b>ComicReply.com</b></p>



	<p>Social Media Contest Idea: <b>Character Contest</b></p> <div>  <b>Type of Contest:</b> Character         </div> <div>  <b>Category:</b> Animation / Toys         </div> <div>  <b>Format:</b> Web / Mobile / Fb         </div> <div data-bbox="1812 656 1965 813">  </div>
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*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.





 <h1>SCENE CAPTION CONTEST</h1>	<b>Social Media Contest Idea:</b> <b>Scene Caption Contest</b>	
	<p> <b>Type of Contest:</b> Remix</p> <p> <b>Category:</b> Animation / TV</p> <p> <b>Format:</b> Web / Mobile / Fb</p>	

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

## Scene Caption Contest – Write-Play a Scene to Win!

### How do you keep viewers engaged and talking about your content? Invite them to an online Scene Caption Contest!

In a Caption Contest participants select from a series of scenes (that you loaded into the contest platform), dress them up with clip art and props and provide either a caption or speech bubbles on top of it to make it more interesting.

Each entry is moderated and then goes live on a public viewing gallery where fans vote for their favorites. Proud of their witty entries, participants share them with friends on social media to gain votes. The most-voted entry wins a prize and then you can start another contest.


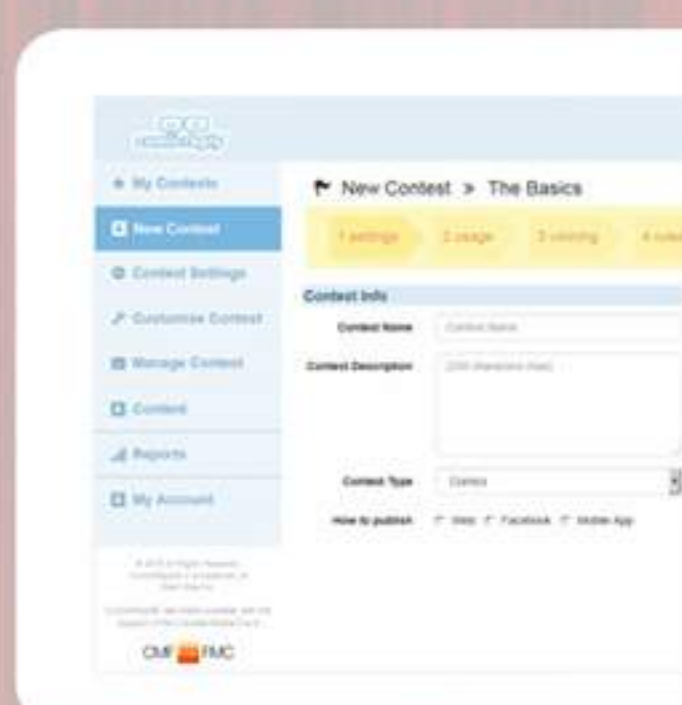




Each time you can provide a different theme and scenes to choose from, which makes it interesting for fans and constantly promotes your content. Every time people share an entry it is posted along with your pre-set marketing messages, banners, watermark, or other promotions.

A Scene Caption Contest is perfect for:

- \* Film producers and distributors
- \* TV show producers and distributors
- \* Animation producers and distributors
- \* Magazine and newspaper publishers
- \* Comic book publishers

Photo sources:

<https://pixabay.com/en/curtain-background-red-fabric-581826>  
[https://en.wikipedia.org/wiki/Film\\_still#/media/File:Lucy\\_desi\\_1957.JPG](https://en.wikipedia.org/wiki/Film_still#/media/File:Lucy_desi_1957.JPG)  
<https://pixabay.com/en/star-favorite-shine-bookmark-153971>

<b>Creative Contest Idea:</b> <b>SCENE CAPTION CONTEST</b>		
		<p> <b>Write-play a scene</b></p> <p> <b>Share for votes</b></p> <p> <b>Most-voted win prizes</b></p>
<small>© 2015 All Rights Reserved. ComicReply™ is a trademark of Giant Step Inc. ComicReply™ was made possible with the support of the Canada Media Fund.</small>		<b>ComicReply.com</b>



	<p>Social Media Contest Idea: <b>Twitter Caption Contest</b></p> <table border="1"><tr><td data-bbox="1009 571 1760 896"><p> <b>Type of Contest:</b> Text</p><p> <b>Category:</b> TV / CPG</p><p> <b>Format:</b> Twitter</p></td><td data-bbox="1760 571 2022 896"></td></tr></table>	<p> <b>Type of Contest:</b> Text</p> <p> <b>Category:</b> TV / CPG</p> <p> <b>Format:</b> Twitter</p>	
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*Note: This was not made by ComicReply – presented for commentary purpose only!*

## Wafer Brand Attracted Millions with a Twitter Caption Contest

### **Twitter Caption Contest makes waves – chocolate wafer brand asked consumers to fill in cartoon captions with glowing results.**

A digital agency in India created a wonderful campaign for a chocolate wafer brand that presented consumers with branded comics on Twitter inviting them to write captions for the comics.

Using a hashtag referring to the brand's famous tagline on Twitter, the campaign asked people for spontaneous ideas for captions and received millions of entries.

Six winners received gift certificates and one grand prize was provided of a trip to Goa.

This is a great example of how a simple campaign well crafted and managed can generate amazing results.

Photo sources: <https://pixabay.com/en/animals-set-alarm-speech-bubbles-46187>







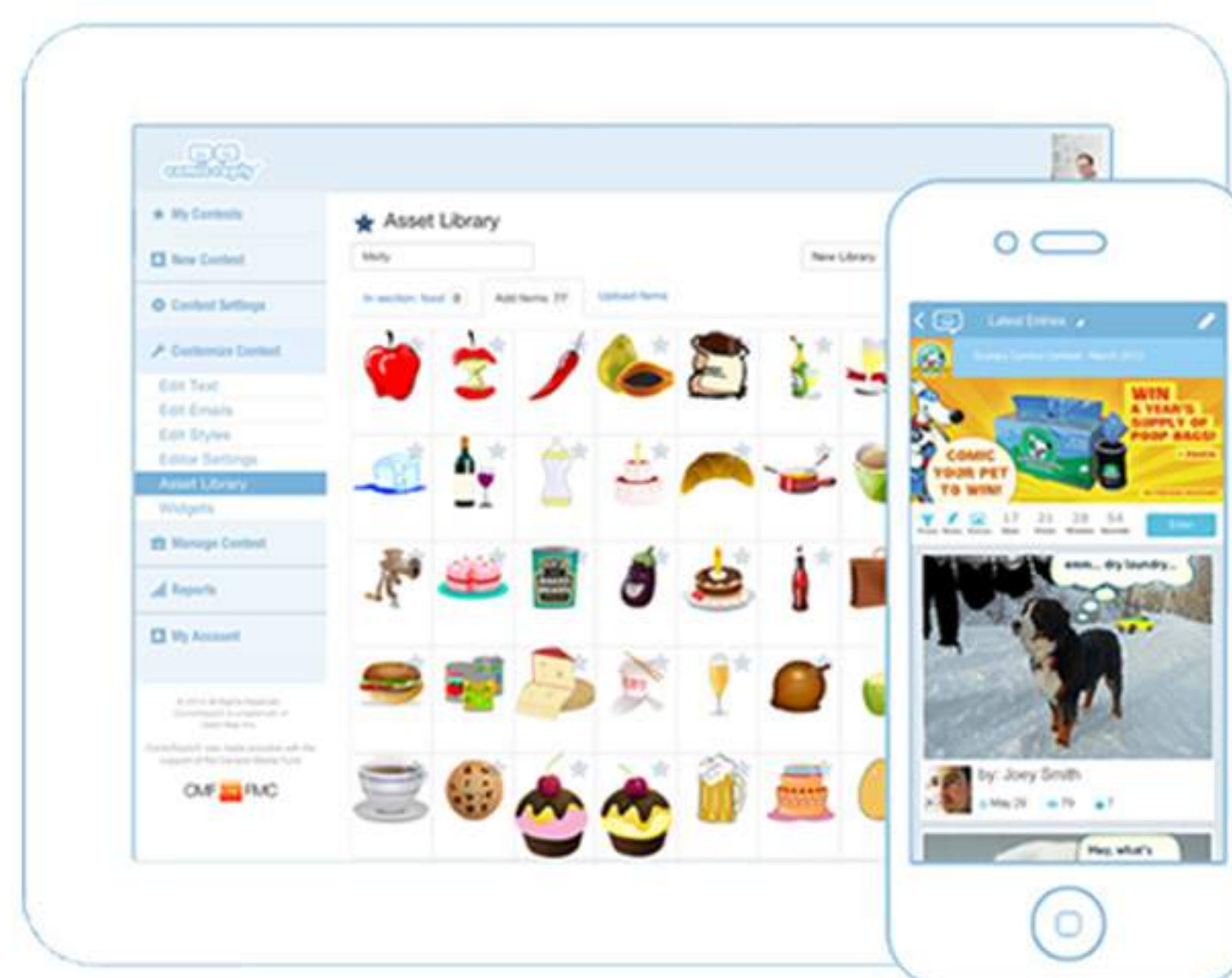
# ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

## 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

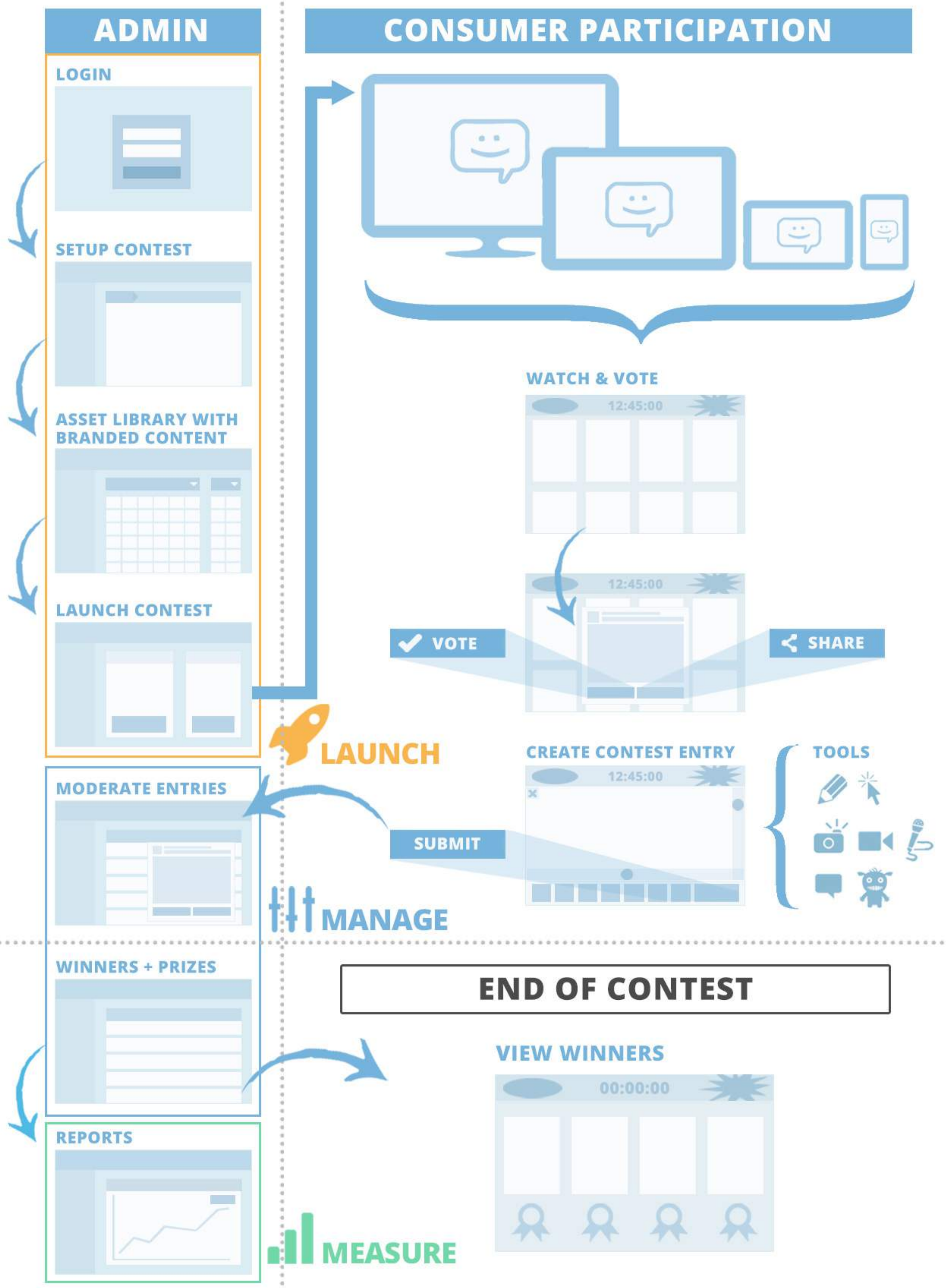
Watch your audience grow with every contest!





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## THE CONTEST MARKETING PROCESS







**growing playful brands**

**For more information contact:**

**Gil Katz, Co-Founder, ComicReply**

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

**416.596.0800**



ComicReply was made possible with  
the support of the Canada Media Fund



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