



growing playful brands

# SOCIAL CONTEST IDEAS FOR FURNITURE & DECOR BRANDS

**INSPIRING AUDIENCE ENGAGEMENT.**



	<p>Social Media Contest Idea: <b>Furnishing Contest</b></p>	
<p> <b>Contest Type: Photo Remix</b></p> <p> <b>Category: Furniture</b></p> <p> <b>Format: Web / Mobile / Fb</b></p>		

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

Furnishing Contest - Place Items in Your Room & Share

## Marketing Furniture?

### Invite customers to enter the Furnishing Contest.

When choosing the best furniture for their house or condo, customers have many options. In order to keep your brand at top of mind it is important to attract their attention with the most useful and interesting marketing initiatives.

One fun way to help shoppers find the best furniture for their home is to enable them to easily take a photo of their living room (or other room) and be able to easily place photos of your brand's furniture and fixtures right in their room!

**This way shoppers can easily visualize what your products will look like and how they will fit in their home.**

Now, going one step forward is to make this a fun social competition. That is, invite shoppers to place your products in photos of their rooms and share them with friends to win prizes. Friends vote (and possibly comment) on these interior designs and the most-voted by the end of the contest wins a gift certificate (or another prize).

#### How it works:

1. Shoppers participate on your website, by downloading your branded mobile app, or right on your Facebook page
2. They upload a photo of a room, select from images of your furniture products and place them in the room (resize, rotate, and adjust the images to fit in the room)
3. Give it a title and submit to the contest
4. Entries are moderated and go live in a public gallery.
5. Participant shares their room design on social media
6. The most-voted win prizes.



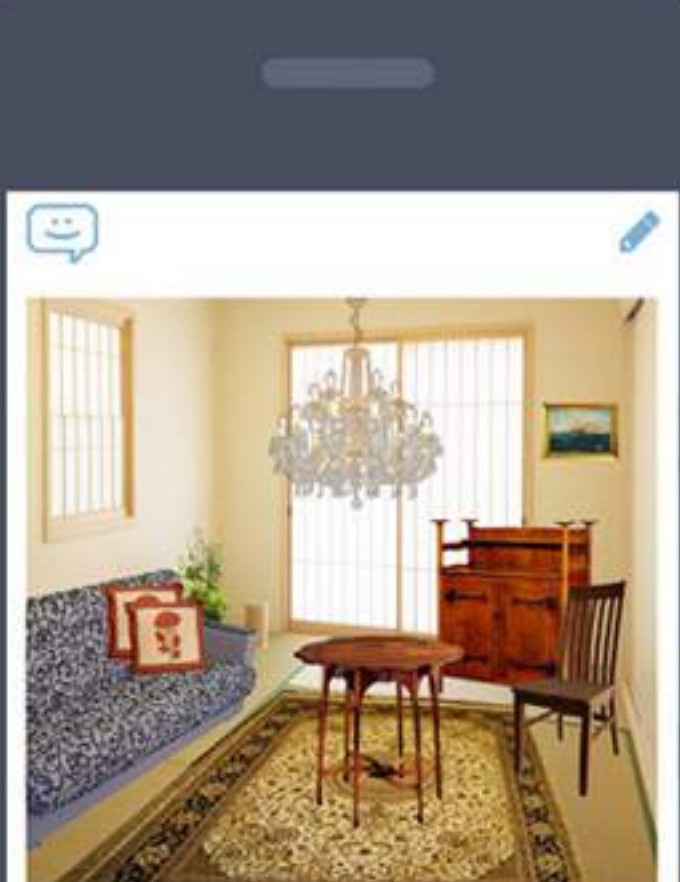



Photo source:

<https://pixabay.com/en/couch-sofa-furniture-447484>

<https://pixabay.com/en/housing-home-completion-room-900241>

[https://pixabay.com/static/uploads/photo/2014/10/17/17/20/oil-painting-492639\\_640.jpg](https://pixabay.com/static/uploads/photo/2014/10/17/17/20/oil-painting-492639_640.jpg)

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<p><b>Creative Contest Idea:</b> <b>FURNISHING CONTEST</b></p>		
		<p> <b>Furnish your room!</b></p> <p> <b>Share for votes</b></p> <p> <b>Most-voted win prizes</b></p> <p><b>ComicReply.com</b></p>



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

Clean Your House Contest by Furniture retailer

## National furniture retailer invited customers to get organized in the Clean Your House Contest.

In a brilliant marketing move a retailer selling furniture, wall decor and home accessories held a contest inviting people to clean their house. The contest offered three simple steps to win home decor products.

Step 1: Clean house house

Step 2: Take a photo

Step 3: Upload to their Facebook wall

As the most-voted entries won prizes, participants were incentivized to shared their photos (which spreads the word about the contest and brand).

Timing the contest with Diwali, a Hindu festival of lights that requires of people to clean their house, it was easy for a large population to participate as they were cleaning the house anyways.

The company also used a Diwali themed Twitter hashtag for the campaign.

This is an example of how you can turn a very simple photo contest into a timely exciting experience for customers that promotes your brand.





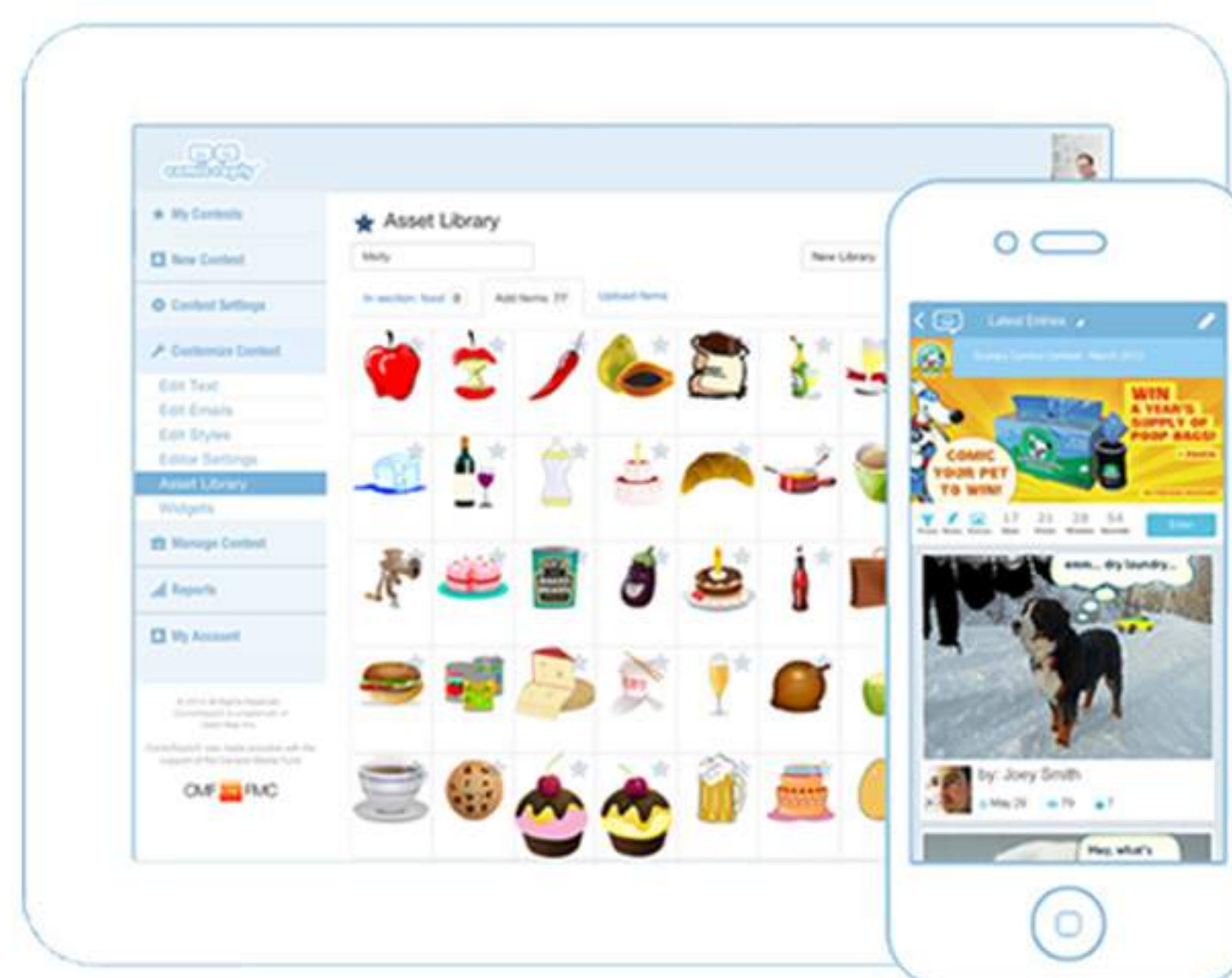
# ENGAGE YOUR AUDIENCE WITH CREATIVE CONTESTS.

## 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

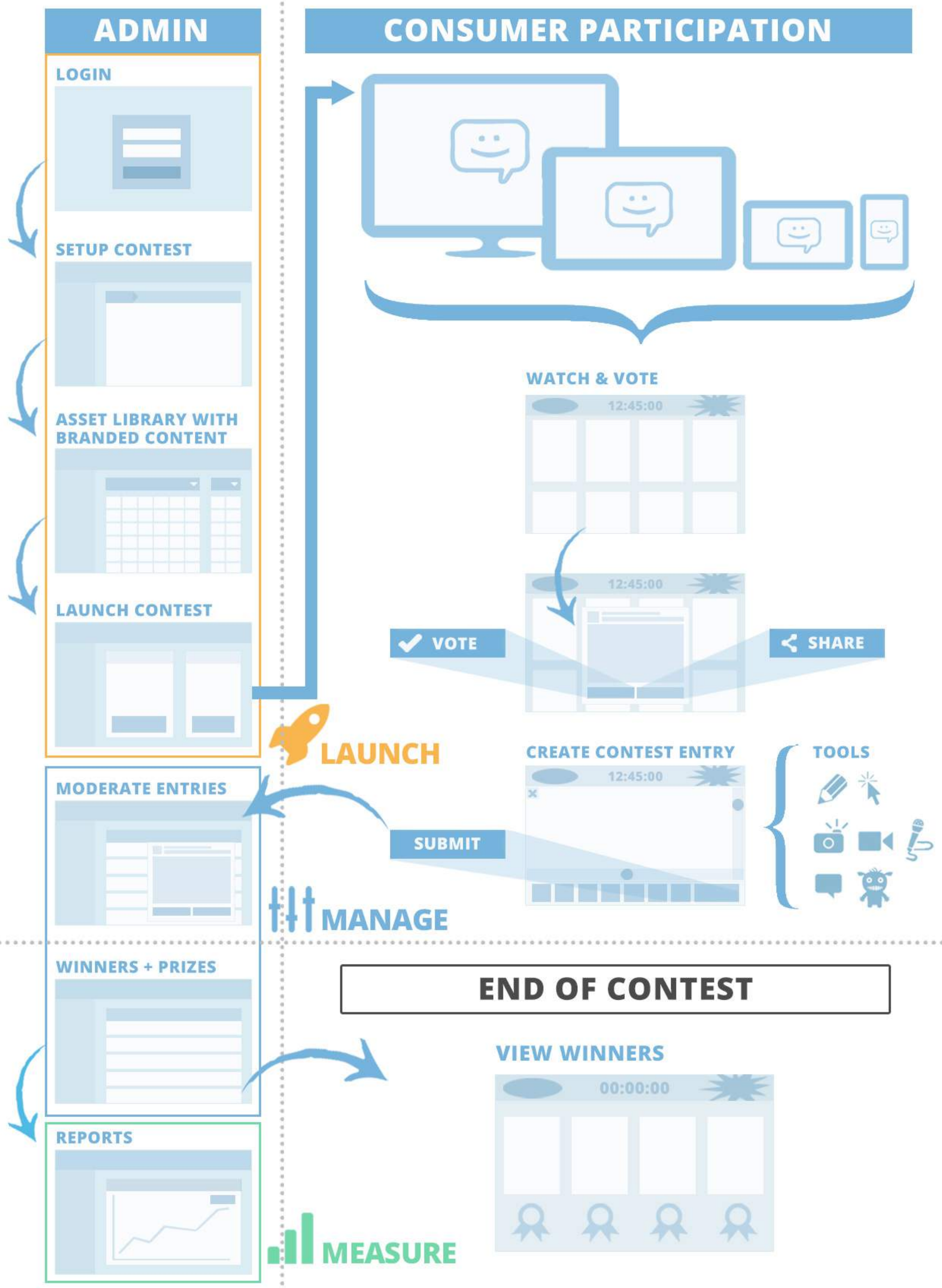
Watch your audience grow with every contest!





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## THE CONTEST MARKETING PROCESS







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