

CLIX Portrait Studios' "Cutest Kid Contest"

Purpose

Clix Portrait Studios wanted to introduce their services to new parents and parents with little children by incorporating a User Generated Content (UGC) contest element into their marketing campaign.

Plan

Clix's idea was to run a multi-phased competition called "Cutest Kid Contest" for all their franchises where parents would bring their kids to the studios to get portraits taken. The kids' portraits were then automatically entered into the nationwide online contest. The winning child was featured in a Clix national advertising campaign and the winning contestant's parents received a FREE 5-Pose Package and Exclusive Photo Shoot.

Solution

Contest Factory's patented and proven UGC competition platform was chosen by Clix Portrait Studios as an ideal partner to engage its consumers. Contest Factory created and managed the new site that incorporated the competition platform. Contest Factory's state-of-art platform allowed for multiple competition groupings to ran simultaneously. Parents, families and friends of the children visited the Clix competition site to vote. In addition, site and media viral tools were provided to take advantage of the viral nature of this UGC contest.

Because of the unlimited number of participants anticipated (and received), Contest Factory proposed a multi-round bracketed competition (bracket competitions work like the NCAA basketball tournament, NBA playoffs, etc.). This allowed Clix to expand the competition on the fly. One of the attractions of the bracketed competition was the built-in ROI component which allowed parents to interact with the Clix sponsored products as they kept coming back to the site multiple times to vote. To maintain fairness in the competition, Contest Factory also incorporated a judge module. The Clix management team was able to monitor the campaign's performance with Contest Factory's Viral DNA™ tracking and reporting software.

Results

The multi-phase bracketed contest led to over 500 photo submissions (30+ groups with 16 entries per group/bracket), which met the clients' objectives. The winning child was featured in a Clix national advertising campaign and the winning contestant's parents received an Exclusive Photo Shoot.



For additional information, contact:

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