



Vegas.com

Purpose

Vegas.com wanted to promote its site and the City of Las Vegas as a destination point for travelers during the holiday period. They also wanted to better understand travelers' preferences with regards to Vegas attractions.

Plan

Vegas.com wanted to run a 5-week interactive sweepstakes and contest campaign to promote Vegas.com. Each week visitors to the site would vote on their favorite video, where each video depicted a popular Vegas show, e.g. Blue Man Group, Marie Osborne, etc. By registering on the site to vote, visitors would be automatically entered into the sweepstakes.

Solution

Contest Factory proposed and implemented a custom platform integrating both the competition and sweepstakes modules. Furthermore, the Contest Factory micro site would seamlessly be integrated onto the Vegas.com website as an iframe. Finally, the platform also included Contest Factory's "**Smart Registration**" module, so that repeat visitors would not have to re-type their registration information or answer the same survey questions each time they visited the site during the 5-weeks campaign.

Visitors would visit the Contest Factory-built Vegas.com iframe and register, vote on the new video clips each week, have the option to refer friends and answer survey questions. To further incentivize visits to the site, Contest Factory incorporated an online coupon module as well. In addition, media viral tools were implemented to take advantage of the viral opportunity for audience reach.

To monitor the campaign's effectiveness Contest Factory's Viral DNA™ tracking and reporting software was used. Vegas.com was provided real-time campaign data such as user registrations, vote results for the weekly video clips, viral sharing results, and survey responses.

Results

The success of this campaign has opened up other opportunities for future partnerships with Vegas.com

For additional information, contact:

CONTEST FACTORY
5334 E. Chapman Avenue
Suite 100 Orange,
CA 92869
Tel: 714-221-0070
engage@contestfactory.com