Pick a prize

Peazie

G Adventures
Case Study

Context

G Adventures is a travel company, offering over 700 tours globally. This was an opportunity to collect partially qualified (and segmented) leads, whilst educating microsite visitors about the company and several of its tour products.

Objectives

> Capture a new partially qualified, segmented customer database.

> Product education.

> Convert social media followers into owned data.

> Grow G Adventures' Instagram following.

Convert followers to owned data

Solution

Pick a Prize

Pick a Prize with Incentivised Actions

Why Pick a Prize?

The Pick a Prize mechanic allows entrants to choose a prize most suited to them. By providing prize options that are brand-relevant and represent common differentiated customer preferences, leads can be segmented for future marketing communications.
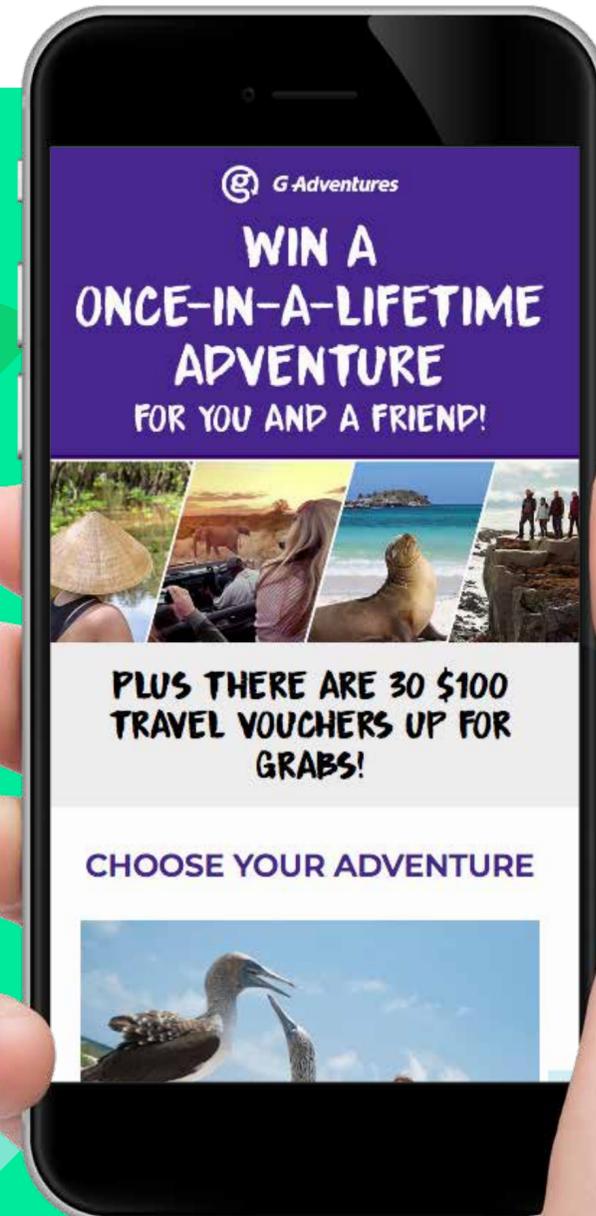
The incentivised actions grow social media followers and encourage entrants to watch branded content.

Incentive

G Adventures offered a trip for two to 1 of 4 unique travel experiences, including 'Galapagos Island Hopping', 'Best of Iceland', 'Essential Vietnam and Cambodia' and 'Kenya Camping Safari', as well as 30 x $100 travel vouchers as minor prizes.

The 4 travel experiences appealed to the target audience as high-value aspirational prizes, and were representative of different customer preferences, allowing G Adventures to segment the database collected. The 30 x $100 vouchers were included to make winning seem more attainable, further encouraging visitors to convert.

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Deliverables

> Promotional microsite built to strict brand guidelines

> Pick a Prize mechanic

> Incentivised Actions mechanic

> Triggered emails

> Promotional assets

> Media tracking links

> Prize draws

> Best practise for contacting winners and unclaimed prizes

> Wrap-up report with recommendations

Channels used to drive traffic

> Display Advertising

> Ads in online publications, including Dumbo Feather, Junkee & National Geographic

> Facebook Ads & Videos

50.3% unique on-page conversion rate

Database segmented into 4 distinct customer groups

9% of entrants came referred from a friendleadsvisitors entered

$1.10 effective media value, based on 10% direct entry recruitment rate

3,977 Instagram visits

4,121 people watched G Adventures video

Insight

Entrants had distinctly varied prize (product) preferences, with the final database divided into 36% | 28% | 24% | 13% segments. This allowed G Adventures to refine future communications to these leads based on their demonstrated interests.

A Pick a Prize competition can be promoted to EDM databases to layer preferences to owned data and is also a useful tool for collecting a high volume of new partially qualified and segmented leads.