



**Spontaneous
winners**

SPONTANEOUS WINNERS

Cost

Approximately 1 management hour per day it is running, dependent on the amount of rewards given away. Email design at £150 or part of comms package.

Plus the cost of the rewards.

Audience

All audiences on all online programmes

Timescale to implement

2-3 days, no downtime needed

Objective

To encourage users to log in regularly

Mechanics

At the beginning of the campaign an email or communication will be sent to all users involved. The email will communicate that over the campaign period if they log in to the site they may be the lucky recipient of a prize giveaway in the form of points or tangible rewards. Users will only know if they have won by logging in and checking site messages or finding, upon logging in, a modal greeting them with a winners message. Winners can be a single person or multiples in a user group.

Measurement

Via site reports, we will be able to track site activity and active users increasing. This will help embed a sense of interactivity with the audience. The audience will expect the site to constantly be fresh and thus encourage them to explore more.

Reward

The reward can either be points giveaways, IPV codes, tangible items that they need to claim for, or a mixture of all.
