

Planning campaigns for Zimba

Flavor Fiesta Recipe Contest

- **Objective:** Drive engagement by inviting fans to create and share original recipes featuring Zimba noodles or chips, positioning Zimba as an inspiring ingredient in home kitchens [cite?turn0search0?].
- **Platform & Duration:** Facebook & Instagram; 3-week run to allow time for recipe development and sharing [cite?turn0search6?].
- **Entry Rules:**
 - Post a photo or video of your recipe on your feed or story (with swipe-up link)
 - Use hashtag **#ZimbaFlavorFiesta** and tag @ZimbaOfficial
 - Follow @ZimbaOfficial
- **Caption Examples:**
 - “Whipping up a spicy Zimba stir-fry—my twist on a classic! 🌶️🍲 Enter the #ZimbaFlavorFiesta and show us your flavour magic!” [cite?turn0search6?]
 - “Crunch meets munch: Zimba chips nachos, anyone? 😊 Tag @ZimbaOfficial, use #ZimbaFlavorFiesta, and win big!” [cite?turn0search3?]
- **Content Style:** Bright, home-kitchen settings; quick recipe tutorials (Reels/short videos), mouth-watering close-ups of ingredients and finished dish [cite?turn0search1?].
- **Hashtags:**
 - #ZimbaFlavorFiesta (primary)
 - #CookingWithZimba, #SnackHack, #HomeChefGoals
- **Prizes & Incentives:**
 - **Grand Prize:** Zimba mega hamper + feature in a dedicated Zimba “Flavor Fiesta Winners” highlight reel
 - **Runner-ups (3):** Zimba snack bundles + repost on @ZimbaOfficial stories [cite?turn0search5?]
- **Winner Selection & Announcement:**
 - Judged on creativity, visual appeal, and use of Zimba
 - Winners announced via live Instagram Stories and pinned Facebook post on closing weekend

Zimba Snack Time Photo Contest

- **Objective:** Cultivate an aspirational lifestyle around Zimba by showcasing real-life moments of joy and connection [cite?turn0search4?].
- **Platform & Duration:** Instagram & Facebook; monthly cycles (1st–28th of each month) to maintain momentum [cite?turn0search7?].
- **Entry Rules:**
 - Share a photo of you (and/or friends/family) enjoying Zimba in a creative setting
 - Use hashtag **#ZimbaSnackTime** and tag @ZimbaOfficial
 - Profile must be public to qualify
- **Caption Examples:**
 - “Sunset + Zimba = perfect chill time! 🌅🍷 #ZimbaSnackTime” [cite?turn0search4?]
 - “Movie night fuel courtesy of @ZimbaOfficial 🎬🍿 #ZimbaSnackTime” [cite?turn0search10?]
- **Content Style:** Candid lifestyle photography; emphasize laughter, sharing, and everyday pleasure (e.g., park picnics, study breaks) [cite?turn0search4?].
- **Hashtags:**
 - #ZimbaSnackTime (primary)
 - #SnackLife, #ZimbaMoments, #CrunchTogether
- **Prizes & Incentives:**
 - **Weekly Feature:** Top 1 photo showcased on Zimba’s feed + 20% off digital coupon
 - **Monthly Winner:** Exclusive Zimba merch pack + “Snack Star” badge on profile [cite?turn0search1?]
- **Winner Selection & Announcement:**
 - Community voting via Stories polls for weekly picks
 - Monthly winner chosen by @ZimbaOfficial team for creativity and storytelling

Tag Your Snack Buddy Giveaway

- **Objective:** Amplify reach and follower count through peer referrals, leveraging the network effect [cite?turn0search8?].
- **Platform & Duration:** Instagram & Facebook; 2-week blitz for rapid follower spikes [cite?turn0search14?].

- **Entry Rules:**
 - Follow @ZimbaOfficial
 - Like the giveaway post
 - Tag one friend in comments (each additional tag = extra entry, max 5 tags)
- **Caption Examples:**
 - “Tag your snack bestie and both of you could win a Zimba bundle! 🎁 👯
#ZimbaSnackBuddy” [cite?turn0search8?
 - “Who’s your crunchy companion? Tag them below—winner takes home Zimba for two! ✨ 🍷” [cite?turn0search14?
- **Content Style:** Bold, colourful graphics with product images; clear call-to-action in post design; carousel format outlining steps [cite?turn0search9?.
- **Hashtags:**
 - #ZimbaSnackBuddy (primary)
 - #ShareTheCrunch, #ZimbaGiveaway, #SnackFriends
- **Prizes & Incentives:**
 - **Grand Prize:** Dual Zimba deluxe bundles—one for you, one for your tagged buddy
 - **Runner-ups (5 pairs):** Standard Zimba snack packs each
- **Winner Selection & Announcement:**
 - Random draw using comment-picker tool
 - Winners announced in a celebratory Instagram Live and pinned Facebook story