

Backpack filled with show-branded gifts drives contest participation and show awareness for brand management firm Electric Artists

The Challenge: Finding show-related promo products valuable enough to incent contest participation and raise awareness of upcoming premier

Electric Artists, a leading digital brand management and strategy agency, taps social media to create transformative brands for its marquee clients, such as American Express, A&E, Netflix, the Wildlife Conservation Society and the History Channel.

One recent Electric Artists social media promotion—a “Mega Prize Pack Giveaway”—was designed to kickoff the second season of the History Channel’s hit show *Ax Men*, a non-fiction series about the treacherous life of Pacific Northwest timber cutters who work in the thick of the forest, high in the sky and even deep undersea in a race against Autumn—and each other. The contest, designed to engage potential viewers and existing show fans through content and banners at hundreds of partner websites, would culminate with the show’s premier and a grand prize giveaway of a History Channel-branded backpack filled with valuable show-branded and show-relevant products. One runner-up would also receive a History Channel-branded tote filled with fewer, but still valuable, prizes.

The Solution: Using digital compositions, ePromos’ staff recommends winning prize products to Electric Artists and the History Channel

The Electric Artists team explained the show background and giveaway to ePromos’ [ENTER TITLE, NAME], who put together ideas for products relevant to the content of the *Ax Men* show and significant enough to incent sweepstakes participation and raise viewership for the premier. [NAME] presented digital compositions of her recommended products, from which representatives of both Electric Artists and the History Channel created their Mega Prize Pack, starting with:

- The **Expedition Computer Backpack**, large enough to hold a 17-inch laptop, with side mesh pockets for water bottles, a large front zippered space with a multi-pocket organizer and earphone outlet, padded adjustable shoulder straps and a top grab-handle.

Stuffed inside the backpack, one lucky winner would also receive a branded baseball t-shirt and the following items:

- The deluxe-sized **Roadside Auto Caddy Safety Kit**, including just about everything you would need in a roadside emergency: gloves, flashlight, 50 PSI tire gauge, safety flag, first aid kit, safety whistle, a multi-tool bungee cord and a mylar blanket.
- The **Digital Photo Frame & Weather Station** with a 1.5-inch screen that displays up to 70 stored photos and a five-animation weather station that displays hourly barometric readouts, moon

phase, calendar, clock, and indoor temperature and humidity. This informative gift, displayed on a wall mount or on your desktop, also features an alarm and a backlight for nighttime viewing.

- The **Log Box Mind Puzzle**, providing hours of fun and distraction; it's not as easy as it looks to get the logs back into the box!
- The **Neoprene Portable Electronics Case**, made from the same material used in wetsuits. Perfect for iPods, cell phones, PDAs, MP3 players and other electronic devices, this case includes a swivel clip for easy belt attachment and a built-in slot for ear buds.
- The **Cross Adventure Hiking Set**, a promotional lumbar pack equipped with a 22-ounce reusable, aluminum water bottle and a 7-in-1 survival tool: thermometer, compass, whistle, LED flashlight, mirror, magnifying glass and small container. The pack, adjustable to 42-inches, features three zipper closure pockets for easy gear storage.

A lucky runner-up would receive a branded History Channel Tote filled with the Log Box Mind Puzzle, the iPod Speaker Case and the Cross Adventure Hiking Set with its water bottle and 7-in-1 survival tool.

The Result: Contest web pages outscore partner home pages during promotion, entrants leave positive comments reflecting growing show awareness

The Electric Artists team reports promotional success. Many of the partner websites reported that contest pages outscored home pages in terms of traffic during the promotion. And participant comments at partner sites illustrate the power of a “free stuff” giveaway, particularly free stuff relevant to the subject matter at hand, in generating excitement, awareness and word-of-mouth for a show: *“This show looks like something I would watch for sure”*; *“This should be interesting”*; and *“Neat concept”* represent the overwhelmingly positive flavor of social media—and show awareness—in action.