

ENGAGEMENT CAMPAIGN SUMMARY



OVERVIEW

- **Title:** LG Fan Experience Campaign #4
- **Administrator:** Learfield Sports – National Sales
- **Sponsor:** LG & Best Buy
- **Type:** Sweepstakes (1 week promotion)
- **Prize(s):** (4) \$50 Best Buy Gift Cards, (1) 55" LG TV and Soundbar
- **Start Date:** March 9, 2014
- **End Date:** March 15, 2014

OBJECTIVES

- Increase brand awareness and recall
- Increase awareness of the sponsor & university client relationship
- Generate sales
- Social engagement
- Customer data acquisition



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TARGETED VIRAL MARKETING