

ENGAGEMENT CAMPAIGN SUMMARY

HAL DAVIS
JEWELERS

OVERVIEW

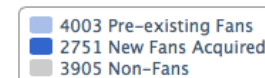
- **Title:** Show Your Love – Diamond Giveaway Photo Contest
- **Sponsor:** Hal Davis Jewelers
- **Administrator:** Bronco Sports Properties
- **Type:** Photo Contest (17 day promotion)
- **Prize(s)**
 - **Grand Prize:** Loose diamond, parking pass, VIP passes, hospitality, club seats, sideline passes to BSU vs. Nevada
 - **2-14 Runner-ups:** two tickets & hospitality to BSU vs. Nevada
 - **15-25 Runner-ups:** \$100 Hal Davis gift certificate
- **Start Date:** September 28, 2013
- **End Date:** October 14, 2013

OBJECTIVES

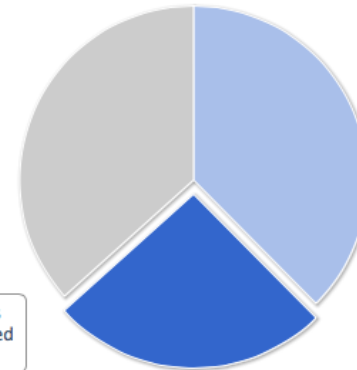
- Customer data acquisition
- Increase awareness of Hal Davis Jewelers
- Increase “Likes” on Hal Davis Jeweler’s Facebook page
- Drive retail traffic
- Customer data acquisition
- Fan engagement



10659 unique visitors to your campaign



The pre-existing fan count includes 1064 mobile users.



| | |
|-----------------------------------|-------|
| Clicked shared links: | 20567 |
| Visited via Timeline Action link: | 3124 |
| Visited View entries: | 4686 |
| Visited Submit an entry: | 718 |
| Visited About this contest: | 517 |
| Viewed Official Rules: | 109 |
| Clicked on an entry: | 15967 |
| Entries: | 212 |
| Votes: | 9023 |
| Comments: | 338 |

THINKSOCIAL

TARGETED VIRAL MARKETING

