

ENGAGEMENT CAMPAIGN SUMMARY

OVERVIEW

- **Title:** 'The Team is Always With You' Sweeps
- **Sponsor:** BMO Harris Bank
- **Administrator:** Chicago Bulls
- **Type:** Sweepstakes (1 week promotion)
- **Prize(s):** Two courtside tickets to a Bulls home game during the 2013-14 regular season
- **Start Date:** January 14, 2014
- **End Date:** January 20, 2014

OBJECTIVES

- Brand awareness/recall
- Increase "Likes" on the BMO Harris Bank Facebook page
- Customer data acquisition
- Direct fans to BMO commercial
- Social engagement



A Facebook post featuring a group of people sitting on a gym floor, some in Chicago Bulls jerseys. The post includes a Facebook 'Like Us' button and a promotional banner for the sweepstakes. The banner features the Bulls logo, the text 'THE TEAM IS ALWAYS WITH YOU SWEEPSTAKES', and a BMO Harris Bank Bulls Debit MasterCard. Below the banner, it says 'When you have a BMO Harris Bulls Debit MasterCard, the team is always with you.' and a small disclaimer: 'MasterCard and the MasterCard Brand Mark are registered trademarks of MasterCard International Incorporated.'

11674 unique visitors to your campaign



Clicked shared links: 12096

Sign ups: 6420

Comments: 767

The pre-existing fan count includes 9408 mobile users.

THINKSOCIAL

TARGETED VIRAL MARKETING

