

# ENGAGEMENT CAMPAIGN SUMMARY



## OVERVIEW

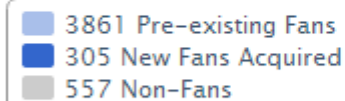
- **Title:** Hawaii Trip Giveaway
- **Sponsor:** Hawaiian Airlines
- **Type:** Trivia Sweepstakes (1 week promotion)
- **Prize(s):** Four winners given the chance to kick field goals at the OSU vs. Hawaii football game, winner gets trip to Hawaii to watch the Sheraton Hawaii Bowl and OSU basketball in the Hawaiian Airlines Diamond Head Classic
- **Start Date:** August 21, 2013
- **End Date:** August 27, 2013

## OBJECTIVES

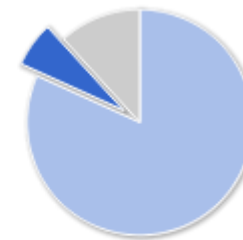
- Brand/promotion awareness (promote Hawaii Sheraton Bowl)
- Increase “Likes” on Hawaiian Airlines Facebook page
- Increase awareness of the sponsor & university relationship
- Social engagement



4723 unique visitors to your campaign



The pre-existing fan count includes 2016 mobile users.



Clicked shared 5207 links:

Sign ups: 2432

Comments: 100

THINKSOCIAL

TARGETED VIRAL MARKETING

