

# ENGAGEMENT CAMPAIGN SUMMARY



## OVERVIEW

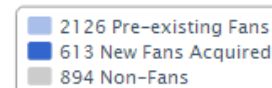
- **Title:** Mighty Wings Tailgate Photo Contest
- **Sponsor:** McDonald's
- **Administrator:** Hawkeye Sports Properties
- **Type:** Sweepstakes (2 week promotion)
- **Grand Prize:** \$50 Arch Card, four tickets to the Iowa vs. Michigan football game, Hawkeye apparel
  - **Two Secondary Prizes:** \$25 Arch Card, two tickets to the Iowa vs. Michigan football game, Hawkeye apparel
- **Start Date:** October 5, 2013
- **End Date:** October 18, 2013

## OBJECTIVES

- Brand/promotion awareness
- Increase awareness of the sponsor & university relationship
- Social engagement



3633 unique visitors to your campaign



The pre-existing fan count includes 292 mobile users.

Clicked shared links: 6375  
Visited via Timeline Action link: 1106  
Visited View entries: 1639  
Visited Submit an entry: 174  
Visited About this contest: 171  
Viewed Official Rules: 39  
Clicked on an entry: 4633  
Entries: 56  
Votes: 2921  
Comments: 138

THINKSOCIAL

TARGETED VIRAL MARKETING

