

ENGAGEMENT CAMPAIGN SUMMARY



OVERVIEW

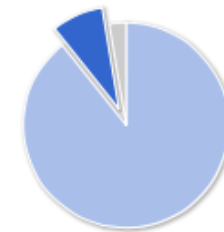
- **Title:** Luke Bryan Ticket Giveaway
- **Sponsor:** Kentucky Soybean Association
- **Administrator:** Rupp Arena
- **Type:** Sweepstakes (1 week promotion)
- **Prize(s):** Four winners of two tickets to the Luke Bryan concert at Rupp Arena on January 17, 2014
- **Start Date:** January 9, 2014
- **End Date:** January 14, 2014

OBJECTIVES

- Brand/promotion awareness
- Increase “Likes” on Kentucky Soybean Association’s Facebook page
- Customer data acquisition



7096 unique visitors
to your campaign



Clicked shared 7294
links:

Sign ups: 3680

Comments: 677

The pre-existing fan count includes 6288 mobile users.

THINKSOCIAL

TARGETED VIRAL MARKETING

