

ENGAGEMENT CAMPAIGN SUMMARY



OVERVIEW

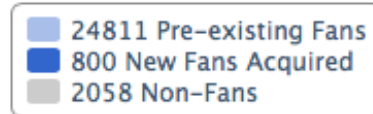
- **Title:** Flagstar All-Access Sweepstakes
- **Sponsor:** Flagstar Bank
- **Administrator:** Michigan IMG
- **Type:** Sweepstakes (6 week promotion)
- **Prize(s):** Four tickets to the Michigan vs. Ohio State football game, pre-game hospitality and field passes, Michigan gear, an autographed Hoke football
- **Start Date:** October 14, 2013
- **End Date:** November 21, 2013



OBJECTIVES

- Brand awareness
- Increase awareness of the sponsor & university relationship
- Customer data acquisition

27669 unique visitors to your campaign



Clicked shared links: 25663

Sign ups: 14299

Comments: 2242

The pre-existing fan count includes 15735 mobile users.

THINKSOCIAL

TARGETED VIRAL MARKETING

