

ENGAGEMENT CAMPAIGN SUMMARY



OVERVIEW

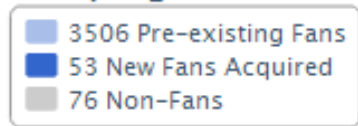
- **Title:** Arizona Trip Trivia Contest
- **Sponsor:** Alaska Airlines
- **Administrator:** Oregon IMG Sports Marketing
- **Type:** Trivia Sweepstakes (1 week promotion)
- **Prizes:** Trip for two to Tucson for the Oregon vs. Arizona football game (includes round trip airfare , hotel accommodations, game tickets)
- **Start Date:** October 28, 2013
- **End Date:** November 3, 2013

OBJECTIVES

- Customer data acquisition (lead generation)
- Social engagement
- Brand/promotion awareness
- Increase awareness of the sponsor & university relationship



3635 unique visitors to your campaign



Clicked shared links: 4197
Sign ups: 2183

The pre-existing fan count includes 2025 mobile users.

THINKSOCIAL

TARGETED VIRAL MARKETING

OREGON