

CASE STUDY

CHALLENGE

A year after the launch of their Facebook page, the Brazilian soccer club Atlético Mineiro was not satisfied with their 292,525 likes. They needed an easy way to run a focused, highly effective campaign in a short time period. Without a strong boost to their Fans and Fan engagement Atlético was at risk of falling dangerously behind in the league.

SOLUTION

Atlético turned to Wishpond's Sweepstakes for a quick, easy score. By giving away a pre-release jersey, with minimal additional advertising, the team leveraged the highly viral nature of Wishpond's Social Sweepstakes to spread the word through Facebook. In a short 11 days, the campaign reached almost 40% of those who already liked the Club's page and Atlético's Fans and Fan engagement soared.

OUTCOME

In only 11 days the Atlético Mineiro's Sweepstakes:

- gained almost 10,000 participants
- added over 15,000 fans
- boosted engagement from 20,000 to 30,000
- reached a potential 4 million



Wishpond Sweepstakes Contest



Fan Base Growth

Clube Atlético Mineiro is proof that Social Marketing can be easy. With a simple question "Who wants to be the first one wearing our new jersey?" they turned a jersey into 15,000 new fans in just 11 days.

With Wishpond's simple to use Social Sweepstakes tool the club, who was brand new to running Facebook contests and sweepstakes, was able to easily create, launch and manage this successful campaign. In addition to their inexperience and desire for fast results, Atlético was also faced with the factor that the campaign occurred during CARNAVAL--a time in Brazil when people are usually on vacation or traveling.

By using Wishpond, Atlético Mineiro proved that not even inexperience, being the underdog, or Carnival can keep their fanatical and loyal Fans away!

“ Wishpond Sweepstakes was very easy to use, configure and launch. This is our first experience doing a contest like this on Facebook we are very happy with the results of our first campaign. ”

Cristiano Bunte - Nauweb, Agency for Clube Atlético Mineiro

