

CASE STUDY

CHALLENGE

Kullaloo is a brand new company based in Germany. They are officially launched in March 2013, so their brand awareness and number of fans/followers were understandably still quite low. Also, Kullaloo's first products focusing on Handicraft patterns and Sewing tutorials were still in development. Initial efforts in generating new Facebook fans were met with little success. There was no virality for the customers.

SOLUTION

The Essay Contest was Kullaloo's first Facebook contest. They've always wanted to have a contest on "Children quotes", therefore the contest fit perfectly to that idea. They also wanted to implement a campaign in which the hurdle to participate is minimized in order to maximize the potential number of participants. In addition, they used an additional Facebook ad campaign for 15 Euro/day. The combination of the contest and the ad campaign were key to the campaign's success.

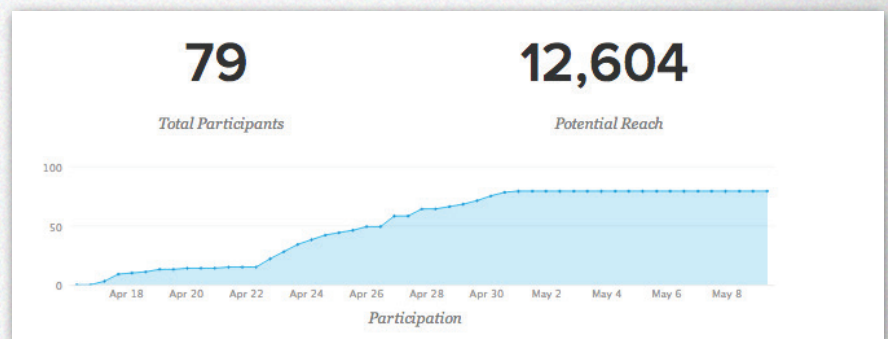
OUTCOME

The campaign result:

- Managed to attract 79 participants
- An increase numbers of "Likes" from 300 to 2,646 Likes in less than three weeks, that's close to a 900% increase.
- Accomplished potential reach of 12,604 leads.
- Collected data of all their key target audience



Wishpond Essay Contest



Wishpond Contact Database Analytics

Experience and advantages working with Wishpond:

- Campaigns can be modified while it is still live, for example, you can turn on/off the Like-gating feature several times.
- Easy implementation to your blog.
- Access to statistical analytics.
- The campaign was set up quickly: idea & implementation made within 2 days.
- In summary: a very positive experience. After the essay contest they would like to run another contest, this time a photo contest.

“We were able to implement quickly and easily a professional Facebook sweepstakes campaign, which has leads through the viral elements of Wishpond tools in combination with our additional Facebook advertising campaign to outstanding results.”

Manuel Seitner - Kullaloo

