



**A 135% MoM Instagram Audience
Increase Through Social Contests**

Automotive

Automotive brands are running social contests with the objective of raising brand awareness and generating engagement amongst their audience.



Brand Awareness

Objective:

Increase
Followers

Top-of-mind
Awareness

Top Channels:



Engagement

Objective:

Increase likes,
comments, shares

Encourage followers
to upload more user
generated content

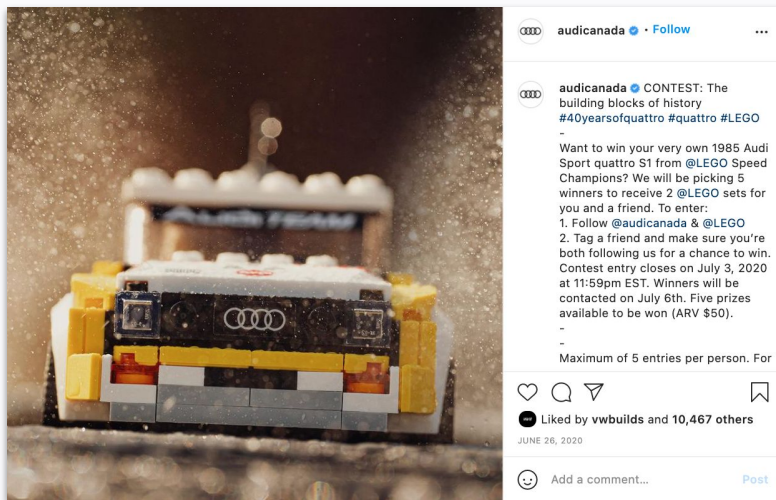
Top Channels:



To increase brand awareness, Audi Canada partnered up with LEGO for a giveaway where 5 winners received a 1985 Audi Sport Quattro S1 LEGO set.

Brand Awareness

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Result: 1,627 entries

Engagement

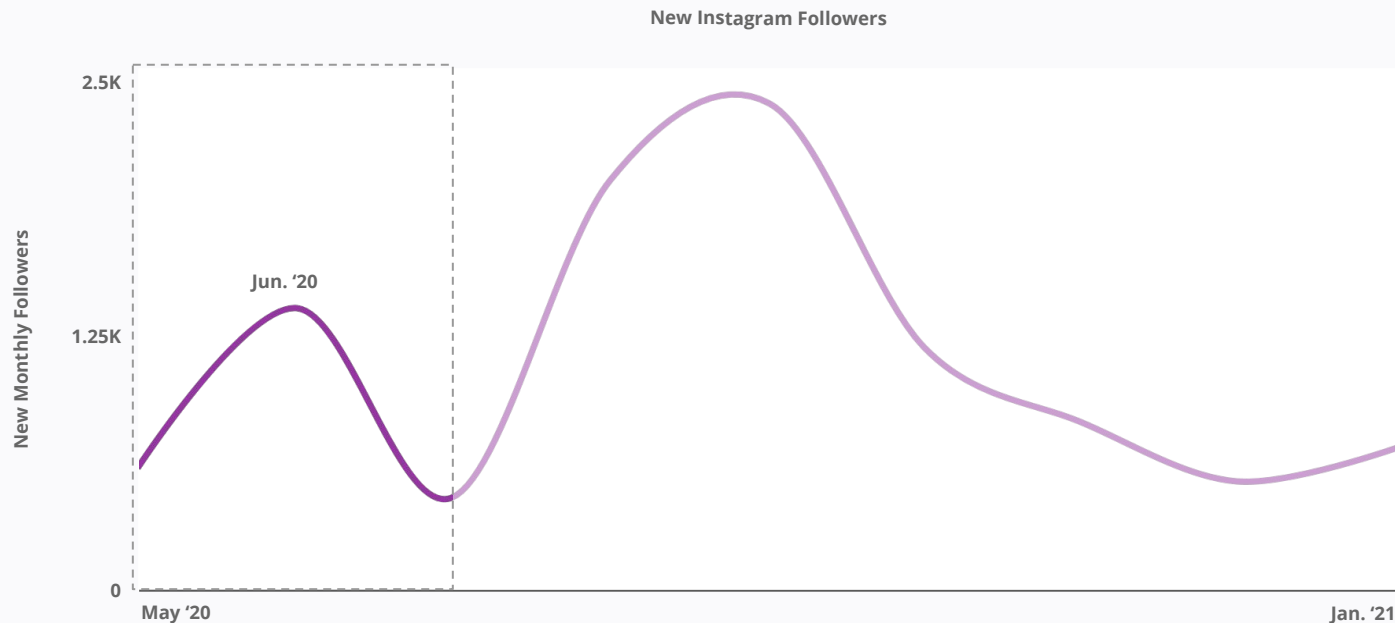
Tactics

- To enter, participants need to follow both the Audi & LEGO Instagram accounts. This helps to increase both brand's followings, rather than having entrants simply submit a contest entry through an external URL link (i.e. [leap](#)).
- Tag a friend in the comments (both friends need to follow) which helps to increase brand awareness & reach
- Brand partnerships allow both parties to tap into each other's audiences and gain exposure to new potential followers.

As a result of this giveaway, Audi Canada increased their number of new followers on Instagram by **+135% MoM** in June of 2020.

Brand Awareness

Engagement



To raise awareness of BMW's virtual auto show, BMW hosted a giveaway where participants had to enter their email address and register for the virtual show for a chance to win 1 of 200 giveaways.

Brand Awareness



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Engagement

SEE THE FUTURE TAKE SHAPE.

Discover the next generation of BMW innovation with BMW Auto Show and A Movie.

ENTER TO WIN THE AUTO SHOW AND A MOVIE GIVEAWAY

Complete your details below to enter for your chance to win a Cineplex Store access code to enjoy a movie on us, or a BMW Lifestyle product. You can unsubscribe at any time using the links in the emails provided or using the contact information below.

Title *	First Name *	Last Name *	E-mail Address *	Postal Code *
Choose One ▾	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

- ☐ Stay informed about news, special offers, products and services from or on behalf of BMW Canada Inc.
- ☐ Yes, I would like to participate in the BMW Auto Show and A Movie Giveaway and I am of legal age in the province/territory in which I reside. [View the full Rules and Regulations here.](#)

Enter

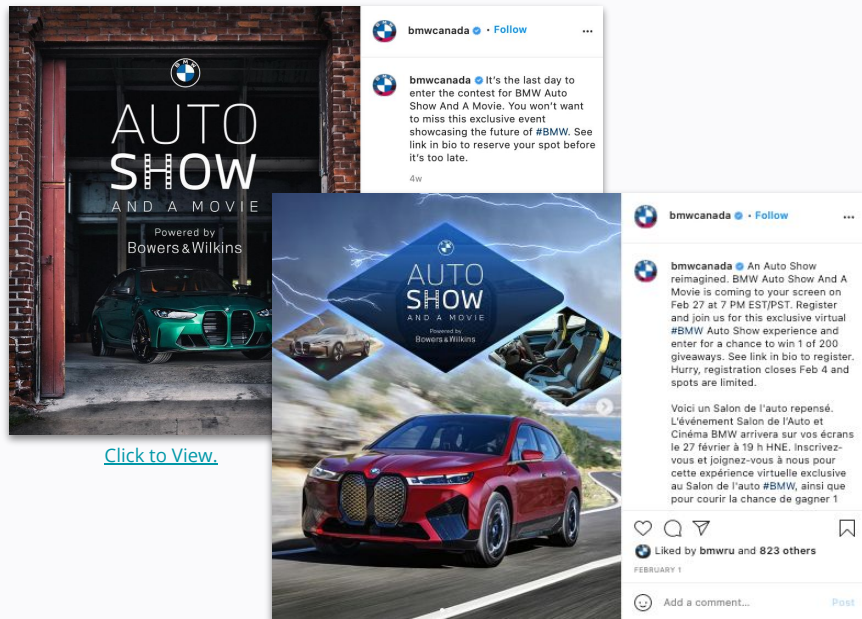
[Click to View.](#)

Tactic:

Requiring an email address to enter a contest/giveaway is a great way to acquire more newsletter subscribers.

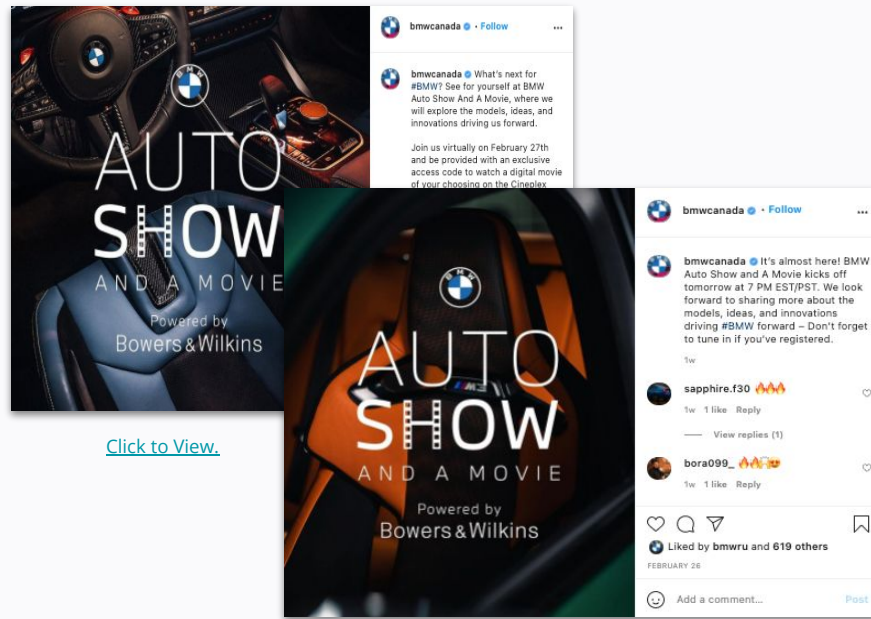
BMW used four different pieces of creative with similar text overlays to drive awareness of the contest.

Brand Awareness



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Engagement



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Both Chevrolet & Volkswagen partnered up with other brands for giveaways to amplify the contests and reach new audiences.

Chevrolet partnered with Hockey Canada & Volkswagen partnered with Tim Hortons.

Brand Awareness

Engagement



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Jeep ran two contests where both prizes were gift cards/vouchers that could be used towards the purchase of a car or on Amazon.

Brand Awareness

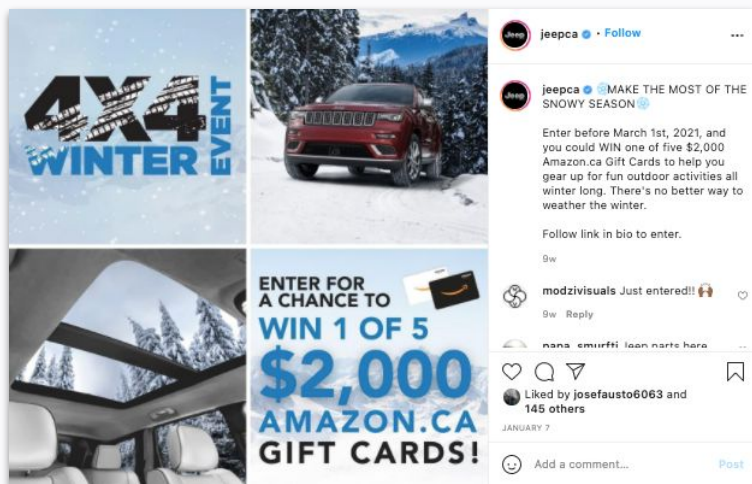
\$70K Car Voucher



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Engagement

\$2K Amazon Gift Cards



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Volkswagen ran a #BeTheChange contest, where the audience had to comment and share what they are doing to #BeTheChange in their own community.

Brand Awareness

Engagement

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Tactics

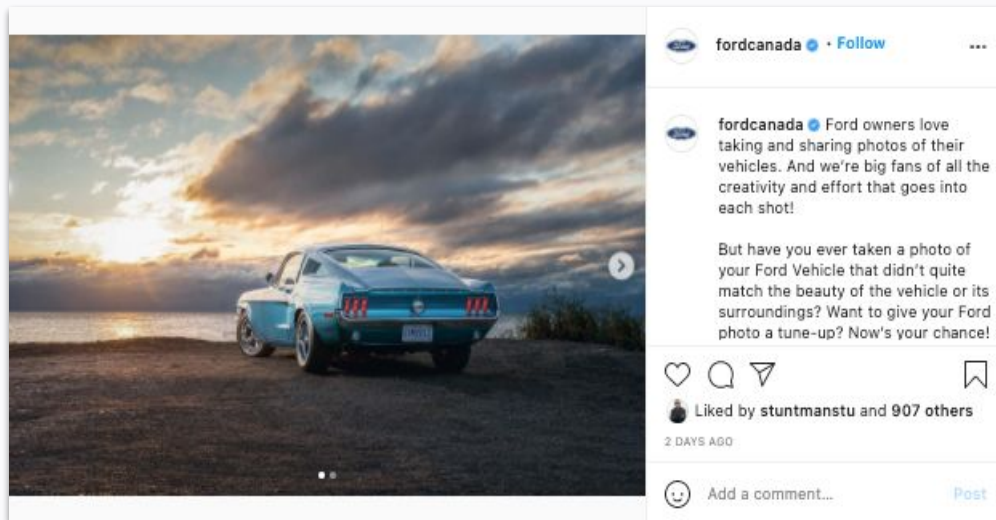
- Contest-specific hashtag to encourage their audience to upload their own content and engage with the brand.
- To enter, the audience had to comment which helps to increase engagement.

Result: 37 entries

Ford encouraged their followers to create UGC, by asking them to post photos of their Ford vehicles to win a professionally edited version of their car photo.

Brand Awareness

Engagement



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Tactics

- Contest specific hashtag.
- Encouraged users to submit their own photos which can then be used as UGC for their own social platforms.
- **Results:** 392 entries

Car giveaways hosted by influencers have proven to be successful, David Dobrik gained 1.2M followers by hosting a Tesla car giveaway



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In December of 2019, David Dobrik partnered up with SeatGeek to host a 3-day Tesla car giveaway (not sponsored by Tesla).

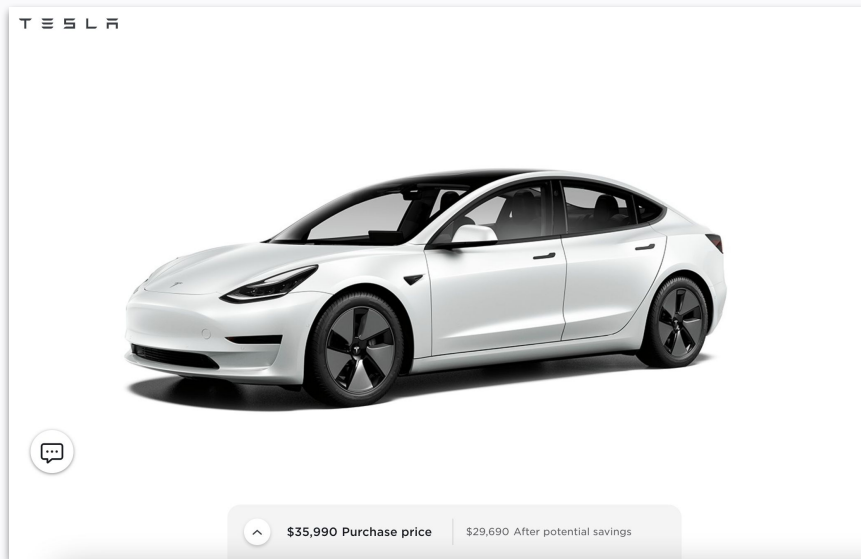
The contest asked people to follow both David and SeatGeek, and tag a friend in the comments for virality.

Results

- David Dobrik gained 1.2M followers while SeatGeek gained 2.0M followers in 3 days.
- 4.4M likes on the post and 2.9M comments (David Dobrik account)

The ROI for SeatGeek from the partnership with David ended up being quite significant compared to the estimated cost, gaining 2M followers in three days.

Approximate Cost: \$35K USD



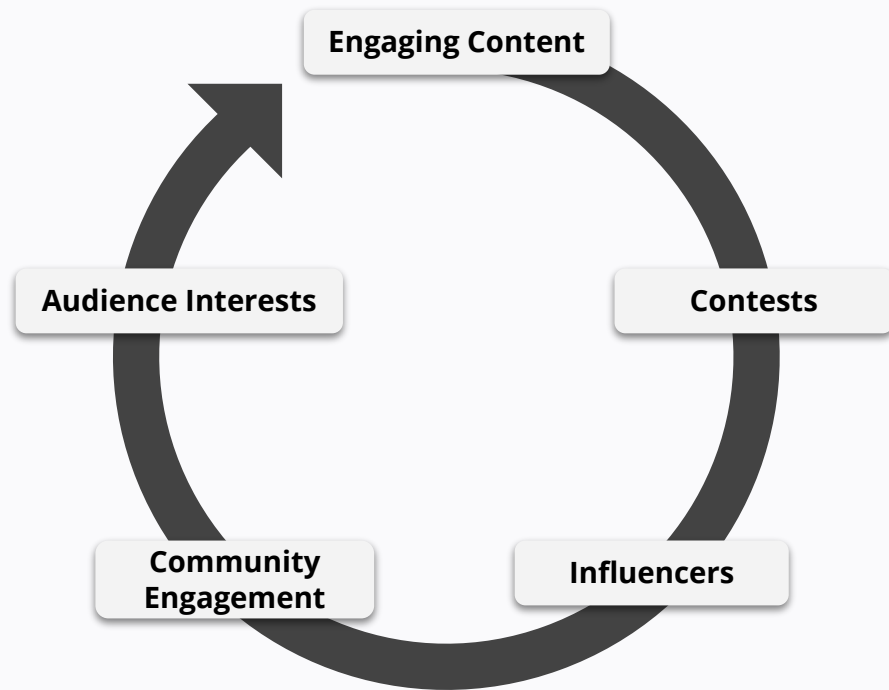
Cost Breakdown

- Tesla car cost: \$35K USD (approx.)
- Assuming that SeatGeek paid for the car:
 - They gained 2,040,628 followers for \$0.02 USD each
 - 723K engagement on the teamgreek post which is \$0.05 USD per engagement

***Note:** This does not include cost of how much SeatGeek paid David Dobrik.

Social contesting works best when it is part of an overarching social media strategy that is focused on providing valuable and engaging content to the audience on a consistent basis.

Goal: Give them a reason to stay and not immediately unfollow after the contest.



Key Takeaways

From the 135% MoM Instagram Audience Increase Through Social Contests Case Study:

Social Contesting Tactic — Brand Awareness & Engagement: Automotive brands are using social contests to increase brand awareness & engagement on their social accounts. Brand awareness contests focus on increasing follower size and top-of-mind awareness. Engagement contests focus on increasing likes/comments/shares and encourage followers to upload more user-generated content (UGC).

Brand Awareness Tactics:

- **Partnerships:** Audi, Chevrolet, and Volkswagen all partnered with other brands (e.g., Lego, Tim Hortons, etc.) to reach new audiences and amplify their giveaways.
- **Follow Required:** Most brands required entrants to follow their account, as well as tag a friend (who also had to follow the account) in order to boost their audience size.
- **Large Incentives:** Jeep used their Instagram to promote awareness of their “Win Your Wheels” contest where the winner receives a \$70K dollar purchase voucher. A large incentive is highly motivating for entrants to complete all of the required entry steps.

Engagement Tactics:

- **Contest-Specific Hashtag:** Volkswagen and Ford both used contest specific hashtags to encourage their audience to upload their own content and engage with the brand.
- **User-Generated Content:** Ford ran a contest that encouraged their audience to submit photos of their own vehicles with the winner getting their photo professionally edited. This allows Ford’s audience to feel like they are part of a community while also allowing Ford to collect a bunch of UGC.
- **Influencers:** SeatGeek partnered with David Dobrik to run a contest to win a Tesla. The giveaway resulted in 2M new followers for SeatGeek and garnered over 7M+ engagements. Partnering with an influencer for a new model release can also be a great way to spread brand awareness amongst the target demographic.