



Competitions and Giveaways

Competitions and giveaways are a great way to gain brand exposure and introduce our readers to your brand, destination, product or service. We find when set up right they draw traffic and increase the visibility of content we produce compared to regular advertising features. More than that, our stats show that once people reach the competition page, they tend to stay and read all about it. They are a great way for businesses to secure brand mentions and product placement on our site or social media channels which include:

- 16,100 + Twitter followers
- 4,200+ Facebook fans
- 16,800+ Instagram
- 24,000+ pageviews per month on the blog
- 1080+ subscribers YouTube.

As with everything we do, our emphasis is on a well conceived idea, professionally produced copy, photography and videography that meets our client's campaign goals and brief. We work commercially and in a flexible way to design a campaign that will deliver results, whether through our blog, social media or both.

A recent client said: *"We really enjoyed the competition, especially all the social mentions. We saw an increase in visits to our product page and quite a few referrals come through from your site so thank you. We have more family adventure stuff coming up which I would love to work with you on."*

Fees depend upon scope of campaign and associated production requirements.

Contact us to discuss what we can do for you

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Case Studies

1 Promoting a Travel Product – Travel MicroScooter Giveaway



1. [Blog post to launch competition](#) (now reworked as evergreen post).
2. Production of 2 [videos featuring product](#) hosted on YouTube, shared on social
3. Blog post reach during competition: 1438 pageviews, ongoing traffic to evergreen post
4. Average on page engagement during competition: 3m 56s
5. 1,833 Rafflecopter total entries
6. Yield of 219 email addresses for client mail subscription list
7. Yield of 330 new Twitter followers for client

2 Promoting a Travel Service - Photo Processing Voucher Giveaway



1. [Photography tips blog post to launch competition](#) (now reworked as evergreen post.)
2. Blog post reach during competition: 1060 pageviews, ongoing traffic to evergreen post
3. Average on page engagement during competition: 4m 11s & 73 comments
4. Client yield: 100 photos shared on # on Twitter & Instagram
5. 755 Rafflecopter total entries

3 Promoting Travel Books – Book Review & Bundle Giveaway



1. [Book Review blog post to launch competition](#) (now reworked as evergreen post.)
2. Production of [video review of books](#) YouTube
3. Blog post reach during competition: 1337 pageviews, ongoing traffic to evergreen post
4. Average on page engagement during competition: 4m 24s & 73 comments
5. Yield of 161 email addresses for client mail subscription list
6. Yield of 276 new Twitter followers for client
7. 1314 Rafflecopter total entries

4 Promoting a Destination - Ski Goggles Giveaway



1. [French Ski News blog post to launch competition](#),
2. Blog post reach during competition: 1057 pageviews, ongoing traffic to evergreen post
3. Average on page engagement during competition: 4m 19s & 94 comments
4. Total read time: >76 hours
5. 595 Rafflecopter total entries