

Spin to Win Sweepstakes

The Challenge

A major CPG manufacturer needed an engaging new promotion to excite both installers and consumers while highlighting their sponsorship of a premier sporting event. Internally, they were tackling slipping sales of specialty brands, underperforming promotions that lacked instant rewards, and little to distinguish their efforts from competitors. They needed a fresh approach—something memorable, motivating, and aligned with their brand's goal of creating meaningful consumer connections.



Solution

We developed a digital sweepstakes that let consumers upload a submission and instantly spin a virtual tire for prizes. The system verified entries in real time and delivered instant rewards—ranging from merchandise to a \$10,000 grand prize. The interactive format created a fun, gamified experience that stood apart from competitors and encouraged repeat participation.



Outcome

The promotion drove over 128,000 new impressions tied to the sponsorship and significantly boosted consumer engagement. Its success led to a national rollout in Canada and three repeat activations in the U.S., proving the lasting value of well-crafted, interactive incentives with immediate rewards.

We helped our client overcome key engagement and differentiation challenges through a smart, interactive promotion that delivered real results. It's just one example of how we partner with brands to turn big ideas into measurable business impact.