

ENGAGEMENT CONTESTS WITH TTG

STEPS

01

Crafting Your Custom Contest

Tell us what you want your target audience to be talking about you and we will conceptualise the rest.

02

Determining The Prize

Arguably, this is the biggest bait and appeal factor to your contest's success.

The more awesome the prize, the more people will want to participate, share and get their networks to do so too.

03

Choose Your Solutions Package From USD8,000

The basic starts with a contest post on our social media platform with an awesome prize sponsored by your brand.

It will also include announcements on our print platforms, digital and social platforms to get the word out.

The **Interactive** Solution To:

Get your target audience to **discover** your brand and offering.

Get your **existing fans** to **endorse** what they love about you. Having it come from them offers far more credibility than saying it yourself.

Reward interaction from existing fans and would-be fans with a **first-hand experience**.

BASE PACKAGE

Duration of Contest

14 Days (2 weeks)

Contest Platform

Facebook

Target Audience

Professionals within the travel and/or MICE industry (travel buyers, corporate end-users, MICE buyers, hospitality and travel services suppliers, tourism bureaus etc.)



Publicity

- Facebook post x 1
- TTG Asia e-Daily or TTGmice e-News Article / Banner
- ttgasia.com or ttgmice.com Article / Banner
- eDM x 2
- Regular TTG publication announcement (subject to printing schedule)

All announcements / publicity will carry your logo as well as mention of the prize sponsored.

ADD ONS



Advertisements & Banner Shout-Out

Make sure our readers do not miss your contest with your dedicated branded ads and banners in our print issue and digital platforms. Standard advertising rates apply.



Pre-Contest Video

Make this the cornerstone of your contest. Have audiences watch your clip and then share something related to the video that you want them to talk about. Custom video solution rates apply.



Post-Contest Video

Now that you have a ton of fans and participant replies. What to do with it? Let TTG turn it into a captivating informative video that can be viewed and shared even after the contest is over. Custom video solution rates apply.



Post-Content Supplements, Sponsored Posts And More

These are great ways to keep the interest high after the contest is over. Comments by fans and participant replies enhance the narrative to provide real, authentic advice that others would want to know. Creative advertising rates apply.



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