

INCENTIVE TO CONSUMERS TO TEXT OR EMAIL A PHOTO

Activ8Plus™ amplifies both digital and event engagements by helping brands create emotional connections using photos through personalized microsites.

Brands and agencies now have an opportunity to utilize user generated content (UGC) to activate consumer engagement across multiple media channels. (TV, print, billboard, DOOH, digital). And using an email address for the uploading process allows the microsite to be accessible worldwide. Activ8Plus™ using UGC has many benefits and should be a part of any marcom strategy.

The first step in the process is to create an incentive for the consumer to text or email a photo which will allow Activ8Plus™ to create a personalized microsite which is controlled by the brand. This site will be used for the consumer to retrieve their incentive and give the brand a perfect opportunity to guide them through the sales journey. No app is required.

Incentivizing the initial user generated engagement is natural for agencies and brands, as they are masters at incentives to create actions and engagements. By using that creativity to incentivize user generated photos you have moved the consumer to the top of the sales journey.

Agencies and brands have specific objectives for their engagement. Tying into those objectives with promotion which plays into the passion and interests of their audience to motivate uploading their photo is what starts the process.

Many agencies have considered the following incentive ideas.

Advertising campaigns (promoted on website, social media, print, radio and DOOH, other)

- Existing content refocused for an UGC campaign
- Product based
 - General in scope (promoting the Nike or Brass Pro brand)
 - Vertical in scope (promoting Nike baseball or Bass Pro hunting)
 - Project completed using your product send in photo of completed project
- Product and/or service based
- Tie incentives into themes or events
 - Seasonal events (rodeo)
 - Sporting seasons
 - Concerts
 - Festivals
 - Tradeshows

- Personal
 - Vacations
 - Physical activities
 - Pets
- Brand Loyalty
 - Just to get a photo with the logo on it (Harley, John Deere, etc.)
 - Events like popular festivals, sporting (comic-con, final four, the big game, golf)
 - Colleges with branding and mascots
- Famous spokesperson photo included with photo
- Sweepstakes, contests
- Causes (for every upload \$??? Will be donated to cause ???)
- Photos embedded in website (another way to drive traffic)

Additional opportunities if engagement includes events - Everyone is taking photos – capitalize on it!

- The thematic onsite digital display is enough incentive for many event attendees to want to participate. People love seeing themselves on the screens.
- Plenty of signage and cut-aways on the digital display is also helpful
- Creating photo stations
 - Put up a backdrop
 - Create a decal for the floor (MLB teams are successfully doing that)
 - Maybe there is a natural place onsite – add signage to encourage uploading
- Build a themed vignette and add props.
- Use 3D backdrops ([CLICK HERE](#) for example)
- Use BA's to offer to take the photos
- Use special photo overlays (Brand, event logo, influencer photo)
- Offer sweeps, contests, coupons
- Causes
- People are taking photos of other activations encourage uploading and see them on the monitors.

Already have a favorite vendor – no problem the Activ8 Plus™ can usually work well with any onsite activation from other vendors allowing you to obtain the same delivery benefits.



CTM Interactive (formerly Catch the Moment) has over 20 years of engagement experience and now brings this new medium to light for agencies and brands worldwide. Contact us for more information at <http://www.ctminteractive.com/contact-us/> or request a demo at [DEMO](#).