

## Success Story

promotion

# 100K Entries in National Sweepstakes



### BACKGROUND

The [REDACTED] has had a long standing partnership with the local publication, The Daytona Beach News-Journal. This local partnership was expanded into a national partnership with the News-Journal's parent company, GateHouse media.

### OBJECTIVE & GOALS

The [REDACTED] wanted to reach a broad audience and grow their fan base while generating awareness and engagement across the country.

### CHALLENGES

Finding a single solution that can carry over to all of GHM markets nationwide.

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Our partnership with GHM has allowed us to expand and grow promotions at a national level. We have seen the immediate benefits through positive feedback from the winners who have taken part in the experiences.

Sean Belgrade, Senior VP of Sales and Mkt

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### SOLUTIONS

We developed a VIP Sweepstakes that included tickets to the Daytona 500, airfare, hotel and more. A multi-media campaign was run in hundreds of GateHouse Media Newspapers and digital and social platforms promoting the sweepstakes.

### PRODUCTS

- ROP Print and ROS Digital Ads
- Inclusion of Advertisers Logo on Promotional Ads
- Social Posts on Facebook, Instagram, Twitter
- Direct Emails / Custom Emails
- Branded Online Sweepstakes Page
- Home Page Promotion on Publication's Website

### RESULTS

- Over 105,000 Entries
- Additional run of a portfolio of [REDACTED] [REDACTED] promotions throughout the year.