



TV Insider

July 20, 2015 · 🌐

It's summer, so you know what that means? A storm is brewing! Enter our Sharknado 3 sweeps and you can win some killer #Sharknado swag.

<http://woobox.com/c9k90j>

NO PURCHASE NECESSARY. Ends 7/26/15. Limit one entry a day, email address. Must be 18 years old or over to be eligible and a US citizen. Five grand prize winners will be randomly selected on 7/27/15. See Official Rules for details.



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April 2, 2015 · 🌐

Oliver Queen, Black Canary, Arrow, Deathstroke, Dark Archer, and Deadshot. Wanna bring home ALL SIX?

ENTER NOW for a chance to win the official collectable set of Arrow action figures, from TV Insider and DC Comics! <http://woobox.com/vvuguc>

NO PURCHASE NECESSARY. Ends 4/5/15. Limit five entries per person and e-mail address. Must be 18 years old or over (or 13 years old and over with parental consent) to be eligible. One grand prize winner and two runners up will be randomly selected on 4/6/15. See Official Rules for details.



Challenge

Building brand identity and social media following from ground zero for a newly launched website.

Solution

Editorial, social and marketing worked together to arrange a series of prize packages from which we created gated sweepstakes through Woobox, requiring entrants to like our Facebook page in order to be eligible and offering bonus entries for friend-of-a-friend referrals.