

MALL CASE STUDY Slide 27

- 2011 - Interactive Network across 127 Malls celebrating a big milestone
- Goal: Create awareness about milestone for advertisers
- Goal: Hold a contest for consumers to share photos socially to increase awareness
- Solution: Ran interactive content promoting contest for \$250 gift card.



FAILURE & ASSESSMENT

- Result: 3 people entered contest across a 3 week period – MAJOR FAILURE
- Data collection: Went and observed people interacting over a 1 hour period. 33 adults actively watched or interacted. No one noticed the contest.
- Identified problem - Call to action was small and unclear, how to enter was unclear, barrier to entry was too high, hashtag non-existent, social network difficult to access



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TESTING

- 2011 - Interactive Network across 127 Malls celebrating a big milestone
- NEW GOAL: Determine best practice for social
- NEXT STEP:
- PHASE 1 - Tested content with clear hashtag on both background and interactive elements, without any incentive for two weeks
- Phase 1 Result – 53 people shared over 4 weeks using specific hashtag

- PHASE 2 – Updated content to feature Instagram users on the network. Simplified call to action from LIKE / FOLLOW to share using hashtag
- Phase 2 Result – Increased posts from 8 shares a day to 10 shares a day; increase in video content from 15% to 44% in 3 weeks.



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SUCCESS

- 2011 - Interactive Network across 127 Malls celebrating a big milestone
- NEW GOAL: Hold a contest and get high number of entries
- Solution: Used data to create best campaign for contest
- Result: Successful contest for total win of \$100

- PHASE 3 – Weekly contest with a \$25 giveaway
- Each week showed winner on network resulting in more shares week over week
- Phase 3 Result – Increased posts from 17 shares a day to 19 shares a day; increase more dynamic photos and videos

