




Competition Promotions



Format

- Highly engaging promotional format
- Online entry process (run through WooBox software)
- Includes creative display space to highlight our partners



WIN

An **all-inclusive** Holiday
in **Dominican Republic**

Prize courtesy of

Caribbean BLUE GoHop.ie Hard Rock HOTEL AIRFRANCE

Win a 5 star Beach Holiday to the Dominican Republic

Win the Ultimate Beach Holiday experience with Caribbean Blue, GoHop.ie, Air France and the incredible 5 star Hard Rock Hotel & Casino Punta Cana, Dominican Republic.

Air France fly 6 times per week from Dublin to Punta Cana, with seamless connections in and out of the same terminal at Paris Charles de Gaulle.

You will be staying in the all-inclusive 5 star **Hard Rock Hotel**. Set along the beach in Punta Cana, the property features 9 restaurants, a casino and a private beach, as well as 13 pools, a spa and a golf course designed by Jack Nicklaus.

Prize Details

- Return flights to The Dominican Republic for 2 adults with **Air France**
- Return airport transfers
- 7 nights all-inclusive accommodation 5 star **Hard Rock Hotel & Casino Punta Cana**
- All meals & drinks
- All non-motorised water sports
- Nightly entertainment

Closes 17th May 2016

Your Name

Your Email Address

Promotion



Engagement



- We get 9 – 13k entrants per competition
- The average competition prize is a holiday with a value of around €4,000

A collage of promotional banners and a Facebook post. The top banner is for a competition to win a 7-night holiday to Barbados, featuring a beach scene and logos for Caribbean Blue, Infinity, British Airways, and Barbados. The middle banner is for a family trip to Lapland, featuring a child in a Santa hat and a lion, with logos for VisitSanta.ie and Canterbury Travel. The bottom banner is for a 7-night holiday to South Africa, featuring a lion and an airplane. To the right is a Facebook post from GoHop.ie dated February 14 at 4:09pm, announcing a competition to win a 7-night holiday to South Africa. The post includes a photo of a lion and an airplane, and text stating "Free to enter" and "GoHop.ie in conjunction with Ethiopian Airlines are giving you and a friend the chance to win an unforgettable holiday in South Africa worth €5,000." The post also shows engagement metrics like "28 shares" and "You, Sinead McGrane and 49 others" liked it.