



#TLEHalloween Costume Contest



To engage and entice both enrolled TLE families and potential families The Learning Experience hosted a Halloween Costume Photo Contest. Participants were asked to submit a photo of their child for a chance to win \$100 Visa gift card.

Campaign Objectives:

- Build brand exposure
- Increase fan engagement amongst enrolled parents
- Collect rich user generated content

Time Frame:

- October 28-November 11

Target:

- TLE Enrolled Families
- Potential TLE Families

Prizes:

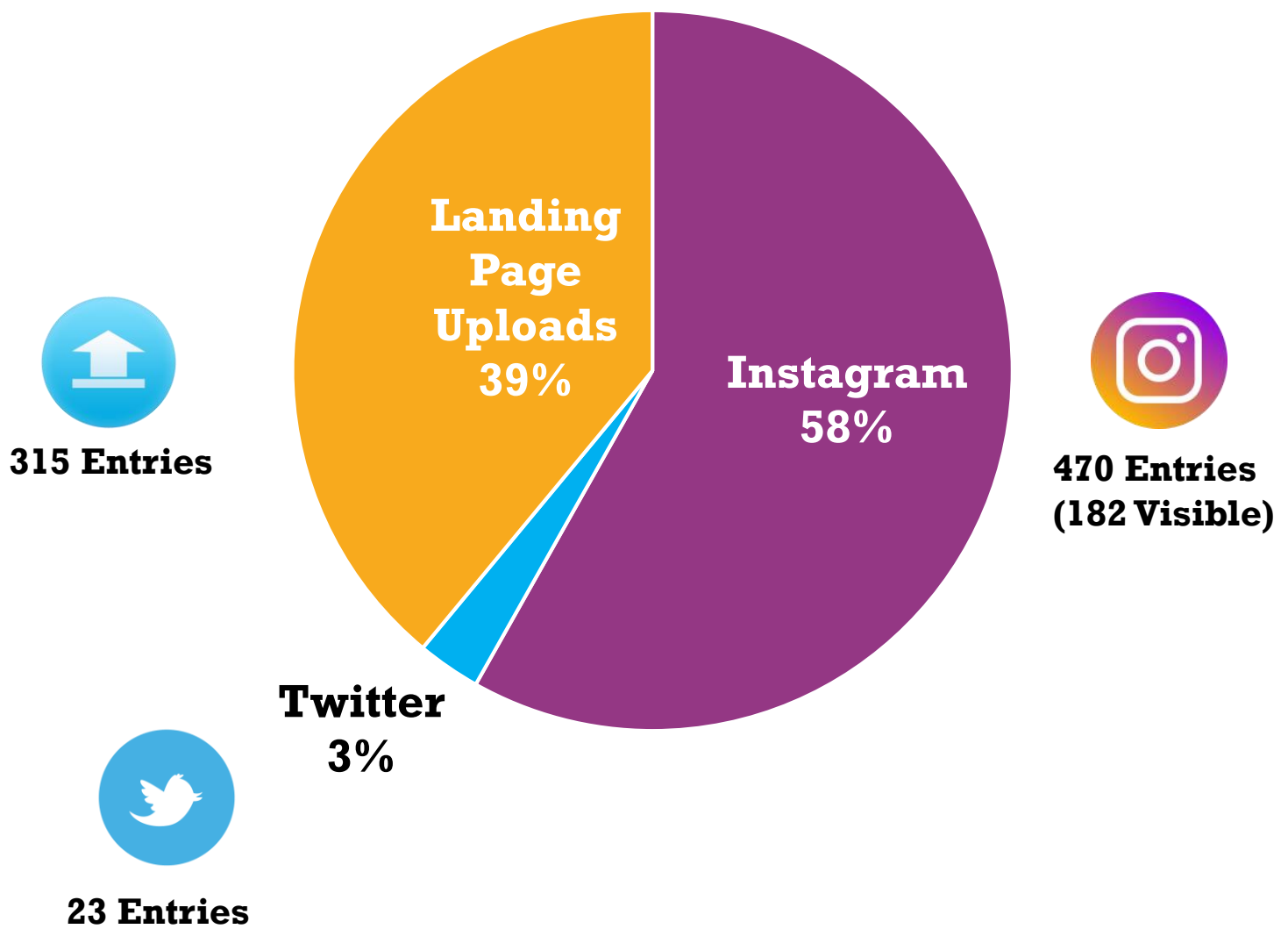
- \$100 Visa gift card(s)- 5 in total

Results:

- 808 Entries
- 2.6K Votes

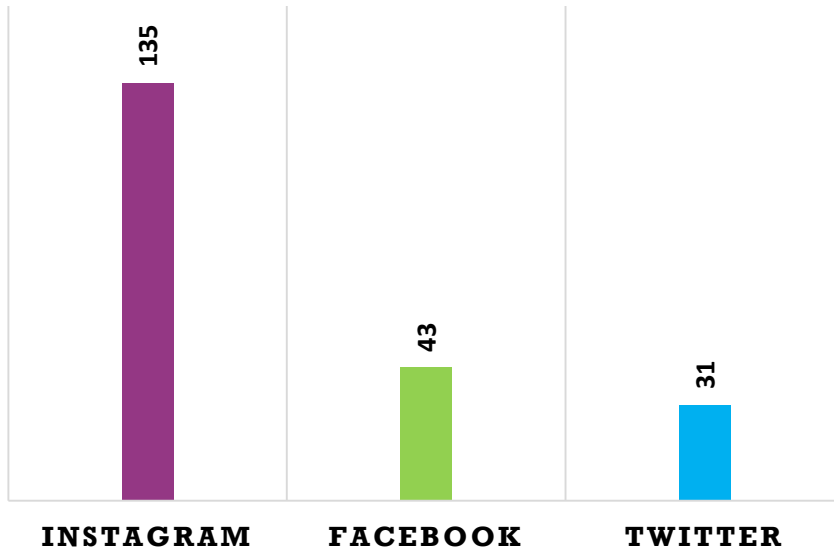


Entries: 808 Total



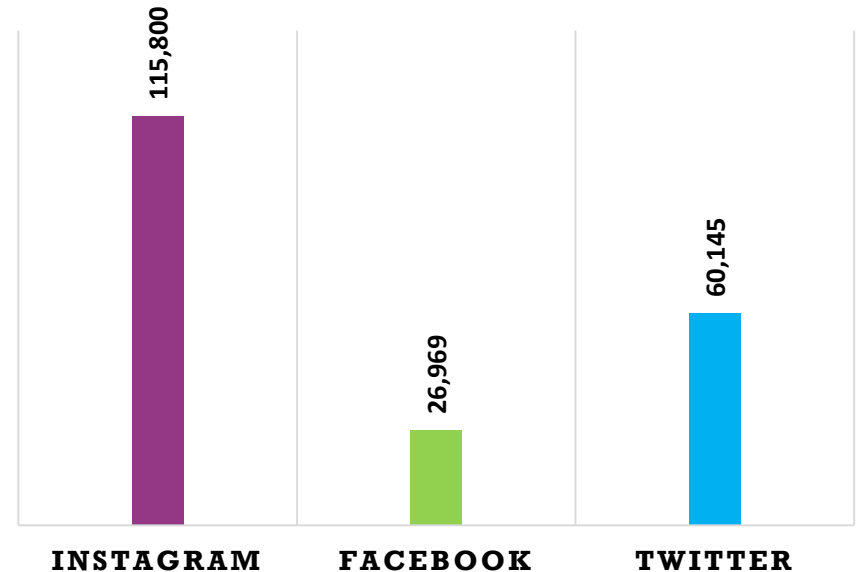
NEW FOLLOWERS

■ Instagram ■ Facebook ■ Twitter



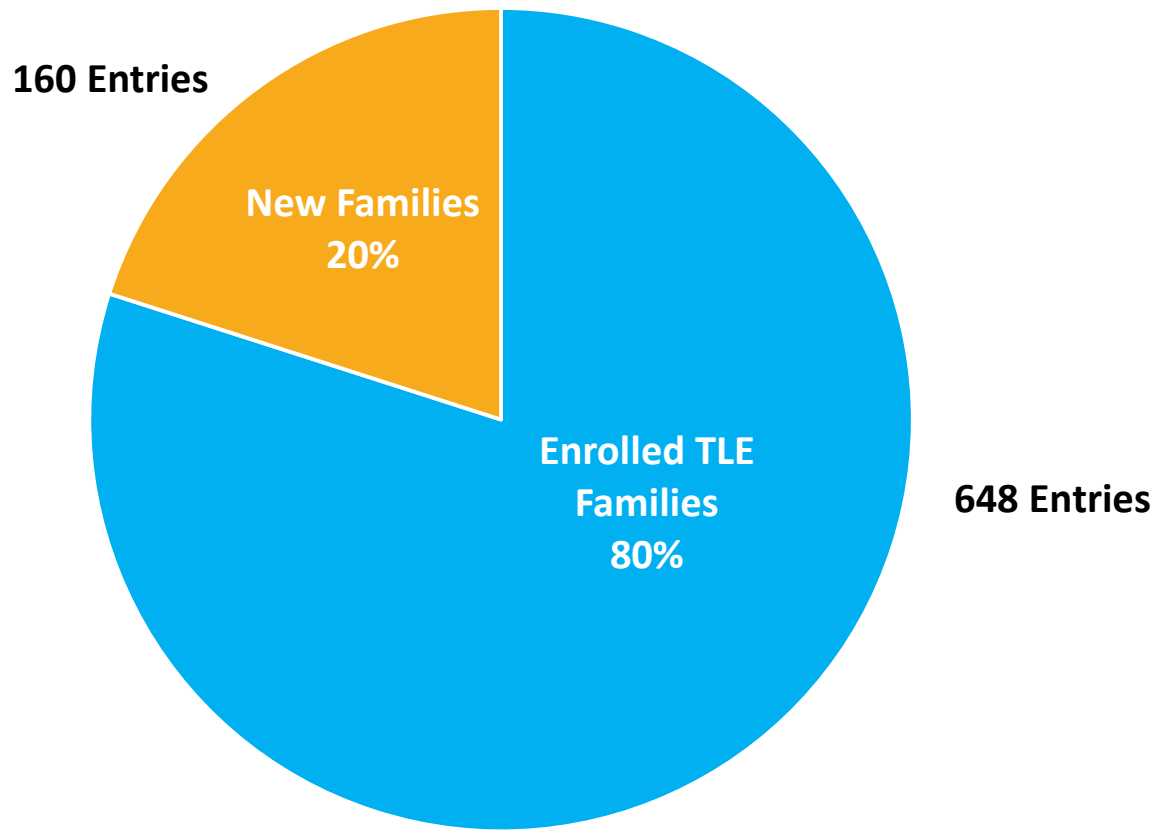
REACH/IMPRESSIONS

■ Instagram ■ Facebook ■ Twitter



*Fans were unable to enter via Facebook but the use of the platform for promotion of the contest yielded increases in followers & reach/impressions.

Audience

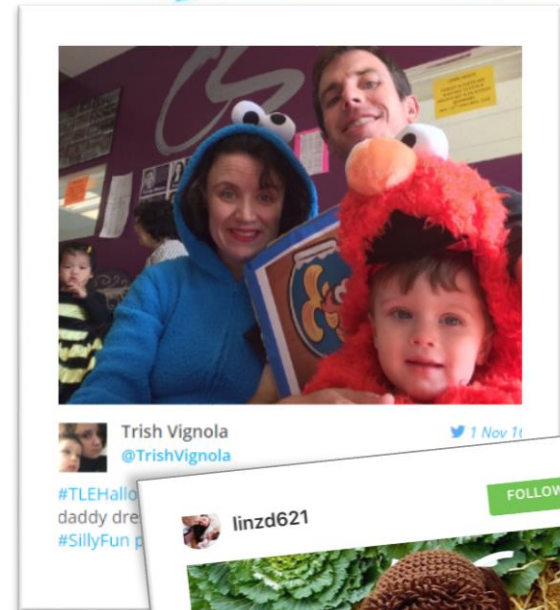


Total Campaign Cost: \$600

Cost per new family entry: \$3.75

Key Conclusions:

- Our enrolled families enjoy opportunities to share User Generated Content (UGC).
- If we plan to host the contest next year:
 - Send multiple communications to the field to get them excited (leverage their competitiveness).
 - Additional creative should be provided to promote the hashtag.
 - Integrate the contest into next year's Trunk-or-Treat events.
- Our parents prefer to engage with us on Instagram or directly on a landing page during a photo contest.



#TLEHalloween Costume Photo Contest

Submit a photo of your child in their cutest Halloween costume!

Happy Halloween! [TELL A FRIEND](#)

Does your little one look the cutest in their Halloween costume? Show us and enter for a chance to win a \$100 Visa gift card. We'll be selecting 5 lucky winners! How to enter: Take a photo of your child in their Halloween costume, post your photo to your Instagram or Twitter account OR upload your photo to <http://shout.tlblevg> and tag #TLEHalloween in the caption of your photo. Photo Entries: October 28- November 3 Voting: November 4-November 10 Winners Announced: November 11

First Name

Last Name

Email

Contest Photo Upload

SUBMIT

[Terms & Conditions](#)

Fans submitted their photos through Instagram, Twitter and the contest's landing page to have the opportunity to enter.

Throughout the contest run TLE leveraged it's corporate Facebook, Twitter and Instagram pages along with all 174 center-specific Facebook pages.

In order to better communicate the objective and rules, the marketing team utilized assets such as promotional videos and teaser images.



#TLEMarlton



#TLERoseland



#TLEOldsmar



#TLESouthEaston



#TLEKaty



#TLEMoorestville



#TLEManahawkin



#TLEManalapan



#TLEWestWindsor



#TLEManahawkin



Instagram Follower



Instagram Follower



Instagram Follower



Instagram Follower



Instagram Follower



Instagram Follower



Instagram Follower



Instagram Follower



Instagram Follower



Instagram Follower



#TLEHalloween Costume Photo Contest

Vote for the best #TLEHalloween photo submission!

<p>Camille S. Vote</p>  <p>babybaileymamadrama Vote</p>	<p>Callie L. Vote</p>  <p>Mishari A. Vote</p>	<p>brittany_eman Vote</p>  <p>Leslie M. Vote</p>
		

[About The Learning Experience](#) [Terms & Conditions](#)

Once the entries were narrowed down to 20 finalists, the voting phase was activated. During the voting phase, finalists were encouraged to get their friends and family to vote on the #TLEHalloween landing page.

#TLEHalloween Costume Photo Contest

And the Winners are...

Costume	Votes
Three children in 'CRAYON' costumes (red, yellow, blue)	1134 votes
Child in a lumberjack costume with a beard and axe	268 votes
Child in a Superman costume with glasses	258 votes
Child in a knitted orange and yellow costume	165 votes
Child in a blue and white dress	(Vote count not visible)

[Back to Entry Page](#)

Winners were announced on November 11. All of the winners were TLE Enrolled families from:

- West Windsor
- Manahawkin
- Manalapan
- South Easton
- Mooresville