

SUCCESS STORY

Central Mall • Salina, Kansas

FACEBOOK PROMOTION

Overview

The “RAD DAD” photo contest was a Facebook event created to increase Central Mall’s fan base. Participants were also invited to the Central Mall to view the photos as they displayed within the center.

Central Mall customers were invited to submit a photo of their Dad looking his coolest...or at least trying to! The event played on the idea that parents are always trying to look cool in front of their kids, and rarely succeeding. Customers could submit their photos by sending them through email, or dropping them off at Customer Service. Photos were displayed in the mall, and put in an album on Central Mall’s Facebook page. Voting took place on Facebook only. The photo with the most “Likes” at the end of the promotion was declared the winner.

The Dad in the winning photo received a Father’s Day prize package worth over \$400. The prize package consisted of items donated from Central Mall retailers, as well as a gift card from Central Mall.

Promotion Results

- 137 Photos entered into the contest
- Facebook Fans went from 111 to 948 within the first 2 weeks of contest
- Facebook Fans jumped from 111 to 3154 during the contest
- Winning photo had 388 “Likes”, second place photo had 364 “Likes”

