

Competitions // WOW Prizes

# FAN+ PRIZING

QUICK, EASY, SOLUTIONS WITH FAN+

USE FAN+ EXPERIENCES FOR YOUR NEXT CAMPAIGN

GET ACCESS TO PRIZES INSTANTLY

FAN+ CAN MANAGE ALL COMPETITION DELIVERABLES

## BRIEF:

News Limited Rewards wanted a WOW prize for a national consumer promotion for news subscribers. News Limited utilised a FAN+Dallas Mavericks experience to run a national promotion across their brands.

The competition was supported with integrated marketing activity across the Metro and Regional mastheads and +Rewards media channels including press and direct communications with a reach of 10,889,000 across print and online platforms. The competition was supported by Qantas and Dallas Tourism via FAN+.

## THE RESULTS:

Total site sessions: 864,240  
Total page Views: 394,660  
Comp entries: 15,555  
Campaign duration: 6 weeks

FAN+ managed the entire delivery and fulfilment including prizing, airfares, accomodation and customer enquiries on behalf of News Limited.

Herald Sun + The Advertiser + Courier Mail + Daily Telegraph + Cairns Post +

Advertiser + Bulletin + MERCURY + NT4News + Bulletin + WEEKLY TIMES +



SPORTS & ENTERTAINMENT EXPERIENCES

# CASE STUDY +

News Corp Australia

PLUS Rewards

Daily Telegraph

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NEWS BREAKING NEWS NEWSICAL NEWS NATIONAL TRAVEL WORLD TECHNOLOGY INVESTIGATIONS PHOTOS EIGHT MINUTE

## Win a trip to see the Dallas Mavericks in action!

Daily Telegraph subscribers have the chance to win a once-in-a-lifetime experience to watch the Dallas Mavericks play in Dallas, Texas, this April, with this incredible VIP Home Game package.

The Daily Telegraph

January 17, 2019



© Dallas Mavericks. News Limited is a member of the News Corp group of companies. Dallas, Texas, USA © Peter Hall. Photo credit to Getty Images.

The Advertiser

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NEWS SOUTH AUSTRALIA THE MESSIAH BREAKING LAW & ORDER



## Advertiser digital subscriber rewards for May 2019

Share Dallas, The Advertiser

May 17, 2019 8:45pm

- Sign up here. It's a week for the best at work.
  - Access your subscriber rewards for this year.
- John McKay has religiously followed American basketball for years, but never dreamed he would get the chance to sit courtside at a live game during a free holiday.



Win a trip to see the Dallas Mavericks in action!

See the News + Rewards

+ Rewards

ENTER NOW

