



THE GAME BY RONALDO

The GAME by Ronaldo utilized Vionic's Deal Maker Pro to join in on the World Cup festivities by engaging with Facebook fanatics to actively increase likes.

Quick Background

The GAME by Ronaldo is the first global crowdsourced football competition directly aimed at 270 million footballers globally (according to FIFA). Players are ready to experience a truly revolutionary competition. The GAME allows Teams to challenge and be challenged by other participating Teams from all over the world.

Goal

With the 2014 World Cup trending, The GAME by Ronaldo wanted to seize the opportunity to gain new fans and boost engagement on Facebook.

Solution

The GAME by Ronaldo created a Facebook Sweepstakes using Vionic's Deal Maker Pro application. The campaign offered fans the opportunity to win a World Cup ball and National Team jersey, both signed by Cristiano Ronaldo himself, in addition to a full National Team Home Kit (jersey, shorts and socks).

To enter the contest, Facebook users had to:

1. Like The GAME by Ronaldo Page
2. Enter Name
3. Enter Email



29 Days

Campaign Duration

6,536

Total Entries

+17,000

New Fans

#20

Ranking for Top Posts in Page's History

Before

Started: June 16, 2014

307,300

Page Likes

13,100

Audience Engagement

0

Entries

After

Ended: July 14, 2014

324,183

Page Likes

21,100

Audience Engagement

6,536

Entries