

# Online Contest Platform Enables Consumer-Powered Marketing for Tourism Industry

Online contest platform focused on tourism industry.



Vancouver, B.C. -- It should come as no surprise that a photo or video contest can be an extremely valuable tool for destination marketing. Photos and videos are a great way to promote a location as it's the closest you can get to actually being there. And when it's the public, through their lenses, doing your advertising for you, it is extremely powerful. Imagine what you could do with a library of quality images displaying the beauty of your destination, or a collection of testimonials for why your city, state, province, or country is the best place on earth.

At Strutta , we have witnessed some tremendous success stories with campaigns small and large. Last winter, Tourism New Zealand ran a very successful campaign entitled "Your Big Break" in which aspiring filmmakers submitted a script and short film featuring New Zealand. Five finalists were flown to New Zealand for a chance to make their movie, with the winning film selected by Academy Award winning director and New Zealand native Peter Jackson. The film was then aired at the Film Independent Spirit Awards. The campaign inspired and connected a legion of young filmmakers and introduced an audience to the natural beauty of New Zealand.

According to Tourism New Zealand Campaign Manager, Ben Crawford, "Strutta was the ideal solution for our Your Big Break contest. The customisable platform combined with a professional and responsive team, delivered great results for us and received positive feedback from entrants and consumers alike."

In May, the New Mexico Tourism Department ran a six week contest as part of it "Day of Enchantment" marketing campaign to promote intra-state tourism. The contest saw users submit nearly 15,000 photos highlighting the beauty of this "Land of Enchantment." The contest site drew nearly half a million views and significantly boosted traffic to New Mexico Tourism's main site as well. As the state prepares to celebrate its centennial in 2012, they now have content that can be utilized to support both online and print marketing for the milestone event.

On a smaller scale, a number of other destination marketing organizations have utilized our platform in creative ways. Tourism Vancouver hosted a video competition to showcase people's favorite things to see and do in Vancouver. The State of Wyoming recently completed two contests: a short film competition, and a contest to promote the Wyoming Rodeo. Sunshine Village in Banff ran the "Sunshine Village Rockstar" contest, giving bands a chance to compete to be named the official band of the resort for 2010.

While the benefits are obvious, many organizations may be reluctant to pursue an online contest over concerns about the time, cost and complexity of building and managing the promotion. Strutta offers an easy and cost effective solution that takes the hassle out of running a contest. With our

online Contest Builder anyone can set up and manage their contest, creating a branded contest site where users can easily upload content, which can then be voted on and shared through social networks.

With advertising budgets tight, why not take advantage of the power of user generated media and let consumers do your marketing for you? For more information about how you can get your own contest up and running, visit [www.strutta.com](http://www.strutta.com) or call 1-877-477-5717 and be sure to mention you saw us in Tourism-Review.

#### About Strutta

Strutta.com Media Inc. has developed a platform for advertisers, agencies, or web publishers to easily create and manage contests around user generated content and social media. Since Strutta launched its contest platform in 2009, the company has hosted and supported campaigns for some of the biggest brands and agencies in the world, as well as enabling hundreds of smaller marketers to run contests of their own. Headquartered in Vancouver, BC, Strutta is a privately held technology company backed by Growthworks and Telefilm Canada.

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