

WIN ^{up to} **\$1,000**
IN PRIZES

from Precision
Camera & Video
every day from

MAY 1ST - MAY 14TH

**CHECK BACK
FOR THE NEXT
LOCATION!**

Project: Statesman Media Scavenger Hunt

- The Statesman Media STUDIO (agency) set out to create a unique, interactive experience customers could participate in to mark the Client's anniversary – and highlight a public expo they were hosting.
- This project combined technology solutions, social media savvy, customer activation, and new revenue
- Goals:
 - Grow social following & activity on [Twitter](#), [Facebook](#) & [Instagram](#)
 - Increase Expo buzz & attendance
 - Announce & celebrate Precision Camera's 40th birthday



Tactics

- Create a scavenger hunt – May 1-14 – Austin landmarks – [deploy SM & PC employees to give away prizes](#)
- Leverage social media to tease campaign & announce locations, prizes and winners
- Develop [landing page](#) to provide campaign details & announce locations (Link: <http://precisioncamera.statesmanwebsolutions.com/>)
- Daily during campaign = (1) grand prize up to \$1,000 value + (2) \$50 gift cards



Reaction

“More people have asked about this specific promo than any other in the entire 5 years I’ve been working here!”



PRECISION CAMERA & VIDEO



CAPTURING Austin

HURRY!
Today's prizes are waiting for you at MOORE HOMES!!

8 PRIZES A DAY FOR 14 DAYS

Capturing Austin is a citywide scavenger hunt celebrating Precision Camera & Video's 40th Anniversary. We'll be on location at some of our favorite Austin landmarks, giving away up to \$1,000 in cool prizes every day from May 1st - May 14th. Follow @PrecisionCamera on Twitter and Instagram, and like us on Facebook to find out where we'll be each day for your chance to win!

HOW DO YOU WIN? IT'S EASY!

- Follow @PrecisionCamera on Twitter and Instagram, and like us on Facebook.
- Look for the daily post on where we'll be.
- Be one of the first three to find Precision Camera at the location to win!

"I'm at the capital. OMG I can see the prize!!!"

Elizabeth V. via Google+, 5 Stars

Healthy Home on Twitter

Don't miss out on the prize!

Read more about our 40th Anniversary!




PRECISION CAMERA & VIDEO

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FOR MORE INFO AND CONTEST RULES VISIT Statesman.com/PrecisionCamera



Austin360 April 24 · 🌐

It's a scavenger hunt for the ages! Sponsored by Precision Camera & Video.



Precision Camera & Video Celebrating 40th Anniversary with Capturing Austin

Starting May 1st, Precision Camera & Video is giving away some awesome gear—in a citywide scavenger hunt.

ATXNE.WS

Like Comment Share Hootlet

159

30 shares 9 comments

Austin American-Statesman April 24 · 🌐

It's a scavenger hunt for the ages! Sponsored by Precision Camera & Video.



Precision Camera & Video Celebrating 40th Anniversary with Capturing Austin

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ATXNE.WS

Like Comment Share Hootlet

218

59 shares 15 comments

View 14 more comments

Austin American-Statesman May 1 at 8:35am · 🌐

The Capturing Austin citywide scavenger hunt is officially underway! Sponsored by Precision Camera & Video.



An Inside Look at Capturing Austin

Precision Camera & Video is giving away some seriously cool gear during Capturing Austin. You've just got to find it.

ATXNE.WS

Like Comment Share Hootlet

89

20 shares 4 comments

View 2 more comments

Austin360 May 1 at 9:35am · 🌐

The Capturing Austin citywide scavenger hunt is officially underway! Sponsored by Precision Camera & Video.



An Inside Look at Capturing Austin

Precision Camera & Video is giving away some seriously cool gear during Capturing Austin. You've just got to find it.

ATXNE.WS

Like Comment Share

97

14 shares 3 comments

View 2 more comments



April 24 & May 1

Austin 360 @austin360 Following

Get behind the scenes of @PrecisionCamera's citywide scavenger hunt. #CapturingAustin statesman.com/precisioncamera #ad

RETWEETS 2 LIKES 2

9:00 AM - 11 May 2016

Reply to @austin360 @PrecisionCamera

Kayla Prasek @Kprasek89 · May 11

@austin360 @PrecisionCamera can the give away be in Waco today? Haha or after I get back from my senior sessions at least! #SicEm

1

Austin Statesman @statesman Following

Today's @PrecisionCamera #CapturingAustin Scavenger Hunt winner is: Luis Marino! Congrats! #ad



7

4:38 PM - 8 May 2016

Austin Statesman @statesman Following

Today's #CapturingAustin prize is @ Butterfly Bench @TheDomainAustin. Spot @PrecisionCamera for a chance to win! #ad



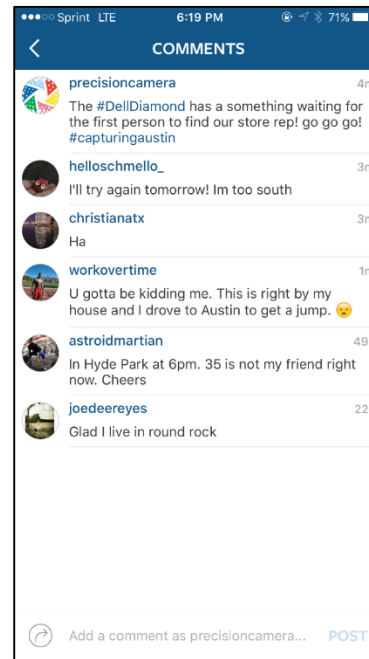
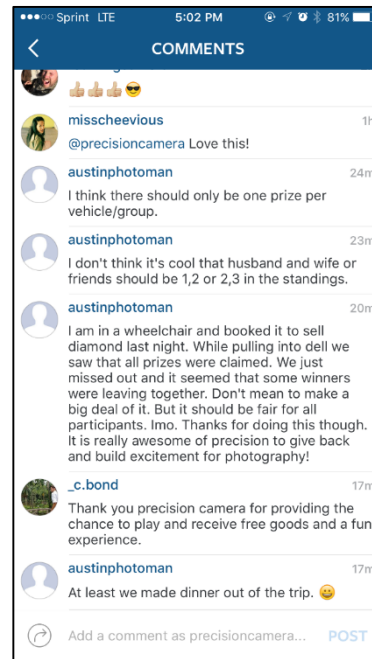
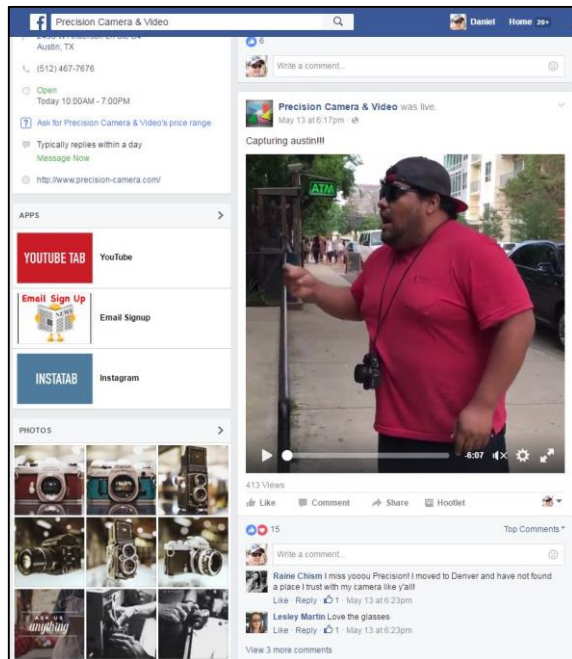
RETWEETS 3 LIKES 9

11:15 AM - 10 May 2016

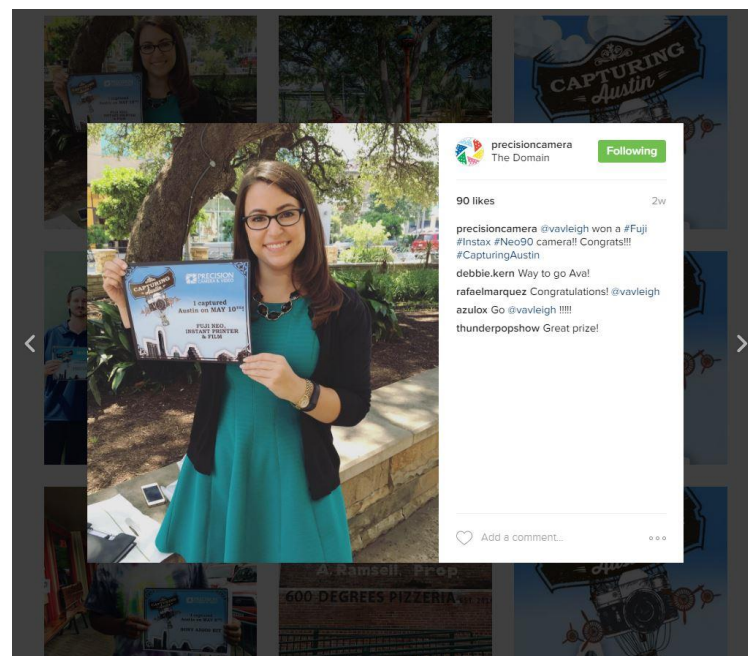
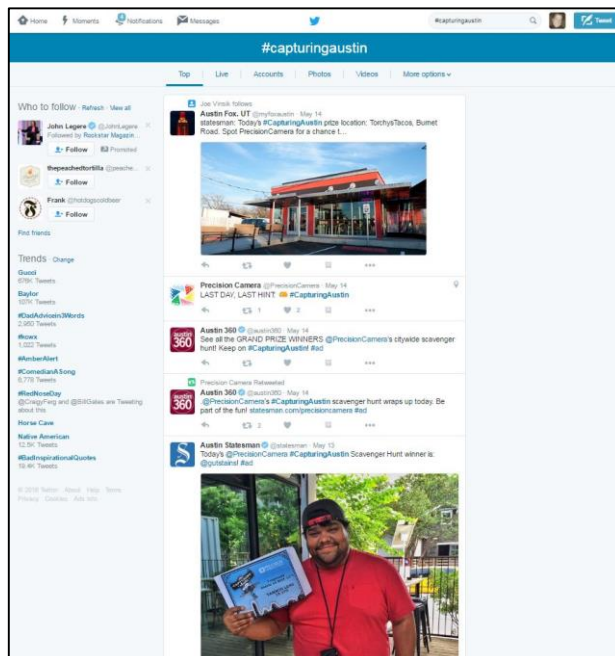
Reply to @statesman @TheDomainAustin @PrecisionCamera



May 1-14



- GREAT fan interaction on all social platforms - asked for hints, guessed locations & were positive in nearly all comments.
- Winners from every race & ethnicity.
- The winner's skewed younger 18 – 34.



#capturingaustin



Goals

- Grow social following & activity on [Twitter](#), [Facebook](#) & [Instagram](#)

- Increase Expo buzz & attendance

- Announce & celebrate 40th birthday

Results

- 25% increase in Twitter followers
- 8% increase in Facebook likes
- 15% increase in Instagram followers
- FB & Twitter posts on statesman.com & austin360.com resulted in an overall reach of more than 65,000, plus 1,700 clicks, 250 likes, and 57 re-tweets
- LP: 5,095 page views & 4,095 visits

- 104 people waiting in line for the doors to open to the Expo on day one!

“More people have asked about this specific promo than any other in the entire 5 years I’ve been working here!”



Other Results



- During campaign, client Tweeted links to YouTube channel, which resulted in an increase of more than 1,300 subscribers.

Winners



#capturingaustin