

# FACEBOOK CHRISTMAS CONTEST

## INTRODUCTION Thai Airways India conducted a Christmas Contest on the eve of Christmas from 20th December

2014 to 24th December, 2014. The contest's framework was based on three key focus points -

**STHAI** 

1. Thai Airways India - BRAND. 2. Christmas Eve – FESTIVE OCASSION. 3. Airlines - INDUSTRY

### The 5 day Contest was conducted with the following objectives – 1. To increase the brand recognition and create a brand recall value for Thai

OBJECTIVE

Airways.

- 2. To enhance the brand image of Thai Airways amongst the audience across the 6 destinations in India. 3. To increase the number of Facebook fans on Thai Airways India's Facebook page,
- leading to an increase in the reach of Thai Airways' promotions in terms of the audience across India.
- THE IMPLEMENTED CONTEST FRAMEWORK:

1. A pre buzz was created before the contest began, the aim of which was to spread

#### the word about the upcoming contest. 2. A cover photo was updated to promote the contest and create a distinctive

- visibility. 3. Engaging images to accompany the contest questions were posted on the timeline promoting the contest.
  - 4. The person with regular participation and the maximum number of correct answers was adjudged as the winner.
    - WINNERS:

The winners were chosen as per the pre - decided rule mentioned above. Three winners were chosen post the contest who were from -1. Thane (Mumbai)

#### 2. Chennai (Tamil Nadu) 3. Kolkata (West Bengal)

**RESULTS:** The contest run on the Thai Airways India Facebook page helped increase the fan

following and recorded a consistent increase in the Facebook fans during the entire duration of the contest. The graph below depicts the day wise increase in the

80

Contest post #1

Contest post#2

Contest post #3

Contest Closure post

Christmas Eve

Thai Airways India December 20, 2014 · ℯ

1,494 people reached

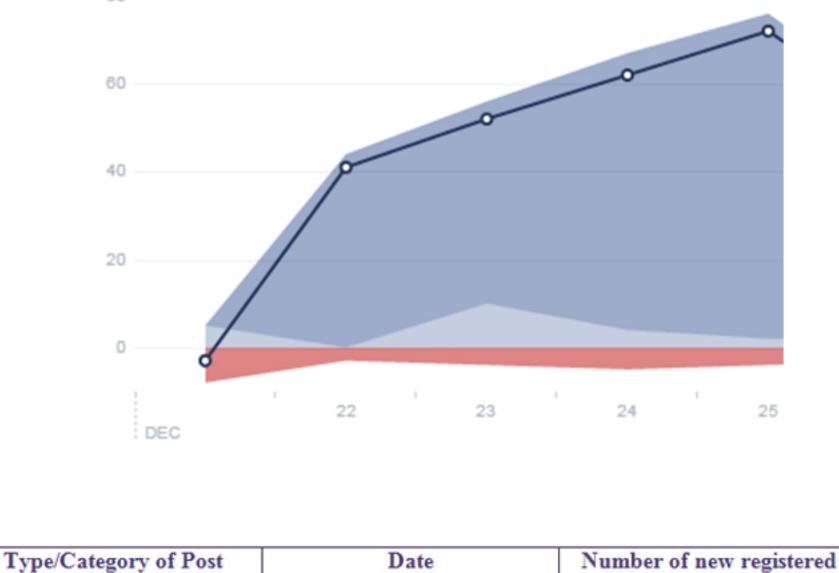
Details

00:24

153 people reached

Video

number of Facebook fans.



Fans

5

41

52

62

74

On Shares

Total	5 Days	234
A detailed analysis of each of the contest posts in given below. Each figure depicts insights to the contest post.		
CONTEST PRE-BUZZ POST:		

21st December, 2014

22nd December, 2014

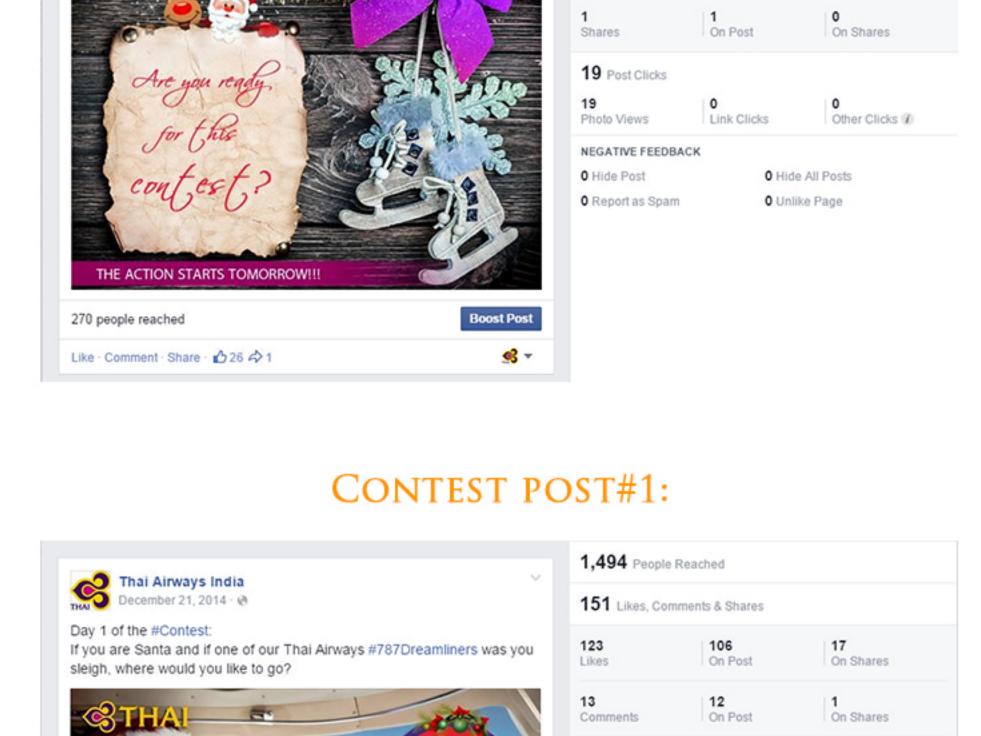
23rd December, 2014

24th December, 2014

25th December, 2014

28 Likes, Comments & Shares We start our #contest tomorrow. Hope you are all ready! 27 On Shares

270 People Reached



#### See Results Like · Comment · Share · ₾ 106 🗘 12 🖒 15 <u>લ્</u>કે +

15

Shares

54 Post Clicks

Photo Views

O Hide Post

NEGATIVE FEEDBACK

O Report as Spam

15

On Post

Link Clicks

0

O Hide All Posts

O Unlike Page

On Shares

Other Clicks (2)

