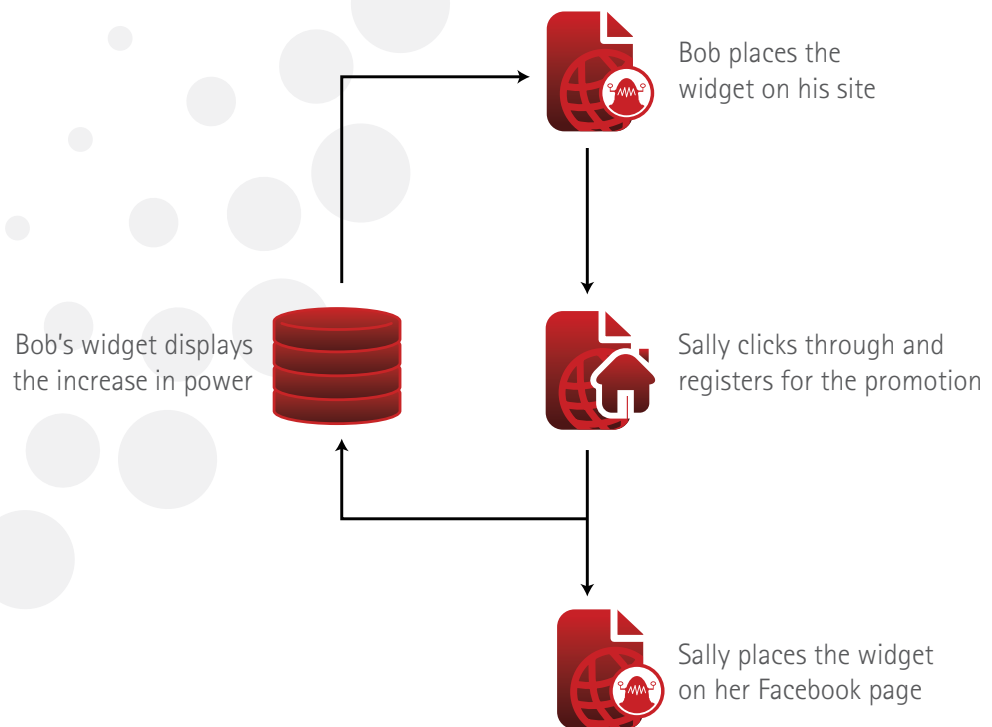


Promotion: MAXXED Pops



Goal: Test Program to increase awareness of the brand with minimal media spending and support

How it Worked: utilizing only three university campus events as drivers, the contest allowed users to enter a sweepstakes and then enter a contest by placing a widget on their favorite social networking site. Players would then encourage others to give them energy through the widget by clicking through the Maxxed Pop site, entering the sweepstakes, or adding the widget to their own social networking page. The widget featured an energy meter that communicated back with the system to create a visual representation of the player's points, which updated at every load. Prizes included a dorm room HD home theater makeover, Xbox 360 Elites, iPod shuffles, and cases of pops.



RESULTS:

- 5 Entries per player, more than double average on a sweepstakes.
- 58% Contest participation
- 20.1% Bounce Rate

THE WIDGET INCREASED AWARENESS 6.5 TIMES COMPARED TO NATURAL SITE TRAFFIC.

- 330 impressions per widget average
- 21.7% of viewers interacted with the widget
- 1.7 more registrations through the widget than through the tell-a-friend program