



+ AD/MASS

## Case study

## Protect the Fun Contest

In collaboration with:

Paradigm Public Relations



# THE GOAL

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Drive followers to the newly launched Instagram page via a contest giveaway and mass user-generated posts.

[@bananaboatca](https://www.instagram.com/bananaboatca)



# THE APPROACH

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**1**

AdMass created a branded landing page to streamline the contest.

**2**

Banana Boat offered a \$10k family vacation as a giveaway prize.

**3**

AdMass sourced consumers who promoted the contest on Instagram.

# THE CONTEST

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Post a photo of how your family is having fun this summer, and follow @bananaboatca.

Use the hashtag:

***#bbprotectthefuncontest***



Post on Instagram for your chance to win a \$10K Family Vacation

Email address

Enter your email

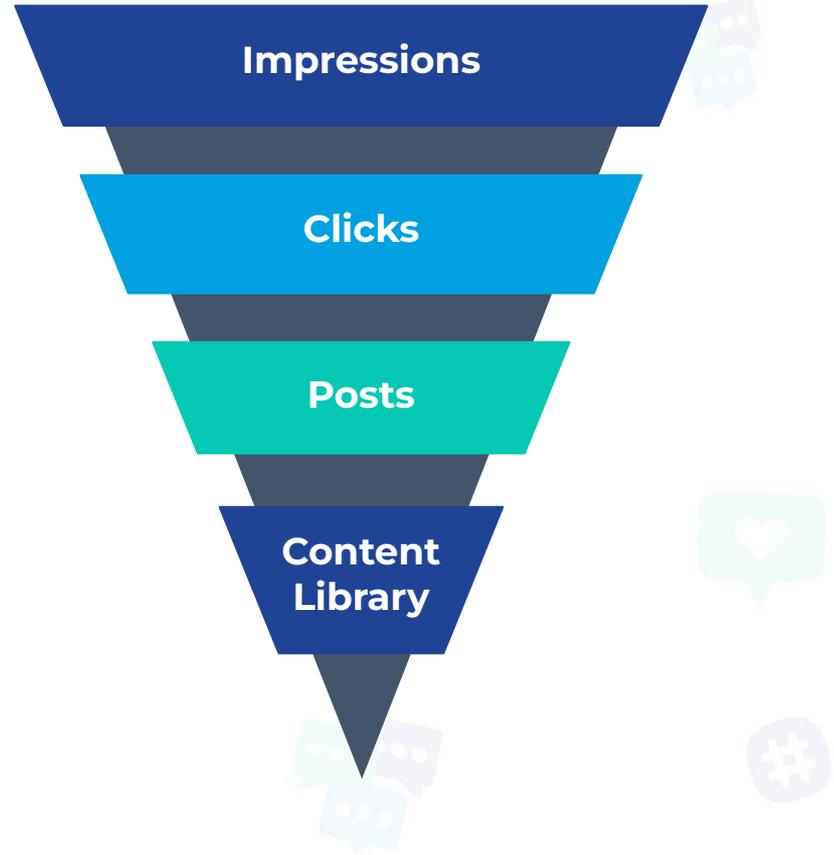
I acknowledge that I read and agree with the contest rules and data policy.

Proceed

# ADMASS ADVANTAGE

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- 1 Cost-effective post acquisition through optimized targeting
- 2 In-depth contest analytics not available through Instagram
- 3 Advanced API that verifies both public and private profiles



# AUTHENTIC CONTENT

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AdMass stored hundreds of **high-quality images** from the contest that were **licensed for 12 months**.



# CAMPAIGN RESULTS

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In just **one month** AdMass helped drive substantial growth across key metrics.

At the end of the campaign, Banana Boat's contest hashtag had **over 1600 posts** reaching the targeted Canadian audience in every province.



+350%

**Follower  
Growth**



+540%

**Post  
Growth**

# CAMPAIGN RESULTS

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The campaign received a **1:27 return on investment** analyzed as EMV.

The average post engagement rate was 8.79%, which is about **3x more than the average influencer engagement** rate.



8.79%

**Avg.  
Engagement  
Rate**



1:27

**(EMV)  
Earned  
Media Value**

# CAMPAIGN RESULTS

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Thanks to its AI-driven tech, AdMass was able to reach CPE metrics **2x better than the industry average.**

The engagements were organic and authentic, staying within a healthy **14:1 like to comment ratio.**



\$0.08

**(CPE)  
Cost per  
engagement**



\$0.01

**(CPF)  
Cost per  
follower**

# TESTIMONIAL

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“AdMass aided in **amplifying** our consumer contest with fantastic results

Within days we deployed a campaign and generated **over 350% growth** in social media followers and produced fantastic social content.

I highly recommend AdMass for kickstarting **high-quality social media engagement.**”

- Diane Bellissimo (Senior VP)

**paradigm**

# THE WINNER

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The winner of the giveaway won an amazing grand prize of \$10,000 to use toward a family vacation.

Check out the winning post!



**AD/MASS**

Real customers.  
Real results.

**Thank you!**

Darren Spratt  
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