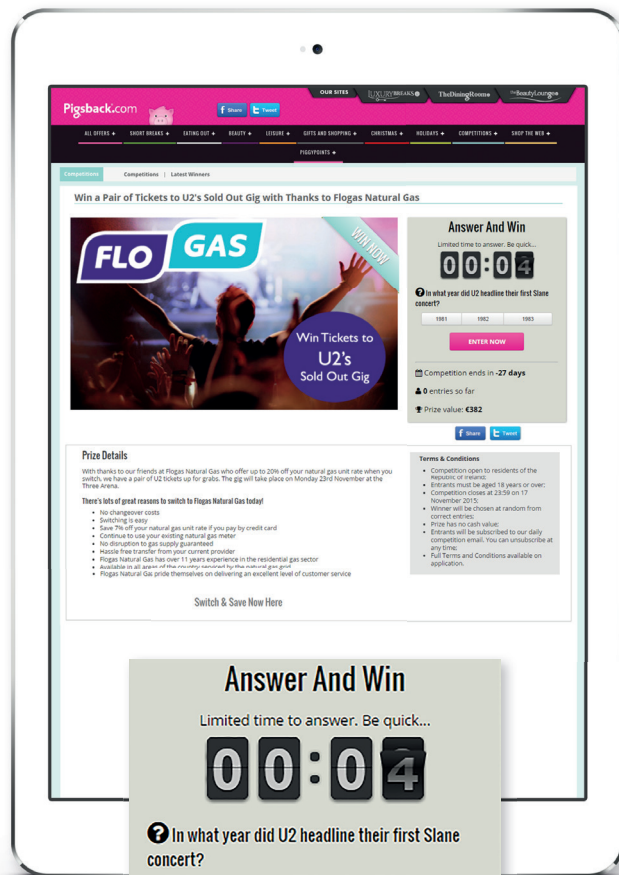




Competition two weeks



Flogas Countdown Competition

Campaign Objective

To create awareness of Flogas Natural Gas and the reasons to switch while generating as many competition entries as possible.

Period

Two Weeks (Nov 3rd – 17th).

Result

Over a 2 week period our Countdown Competition mechanic generated over **26,500** entries far exceeding expectations. A record breaking campaign for entries.

“ We ran a campaign on **Pigsback.com** using their new “Countdown Competition” mechanic. We were extremely impressed with the amount of competition entries and the high level of engagement the campaign achieved for our brand in such a short period of time. It exceeded all our expectations and we will definitely be considering running more of these campaigns with **Pigsback.com** in 2016”

Eoin O'Flynn
Marketing Manager, Flogas

26,500
entries