



CONTESTDYNAMICS

An exclusive package by **Dynamic Search** that makes your contest work harder for you.

CONTESTDYNAMICS ADDS RESEARCH VALUE AND DEPTH TO YOUR CONTESTS.

What ContestDynamics offers:

- ☑ Total Management of your contests
- ☑ Market Research-oriented data from your contests e.g. profiling data.



Mail Contests

PO Boxes provided, and
Daily Collection of Entries



SMS Contests

Set up of an SMS gateway system
in collecting entries sent via SMS



Drop-box Contests

Collect the physical contest forms
from the drop-boxes



Telephone Contests

Telephone recording system as
evidence of contest participation



Online Contests

An interactive website set up for
online contests



Tailor-Made Contests

DS will custom-make our system to work with
Client's ideas - "You think-it, We Run-It"

What Contests do for you:

- ☑ Accelerate higher sales volume and brand growth
- ☑ Nurture manufacturer-consumer relationships
- ☑ Exciting brand communication strategy
- ☑ Increase brand and product competition
- ☑ Connect with your consumers and recruit new customers
- ☑ Reward your brand-loyal consumers through incentives
- ☑ Acts as a sales promotion tool
- ☑ Build consumer franchise
- ☑ Encourage off-season, bulk or repeat purchases
- ☑ Boost retailer support and retailer brand loyalty
- ☑ Encourage new product support
- ☑ Obtain customer contacts for future BTL advertising

