

CASE STUDY

CHALLENGE

Wayne Gretzky's Toronto Sports Bar and Restaurant is celebrating their 20th Anniversary. Having undergone recent renovations, including an upgraded menu, the hockey legend's locale needed to create buzz and generate renewed brand excitement. They needed a socially hip solution that would target the local Toronto sports community, and be easy to use for their customers.

SOLUTION

Feast Interactive was hired to provide a solution. They chose Wishpond's easy to use Sweepstakes to promote Wayne Gretzky's. By requesting address in addition to email details on their entry form Wayne Gretzky's was able to capture key contact and social data for their exact target group. With the help of some Facebook ads and tickets to a baseball game + dinner at their restaurant they managed to reach more than 100 people within the first few hours.

OUTCOME

In just 2 weeks, the Wayne Gretzky's contest had:

- Over 500 participants
- A potential reach of over 170,000
- 4 times higher engagement on their FB page
- Increased foot traffic in their restaurant

Win baseball tickets and dinner for 2 at Wayne Gretzky's Toronto

0 days 09:34:24 remaining

✓ You're in!
You will be emailed when the sweepstakes ends if you're the winner!

498 people have entered

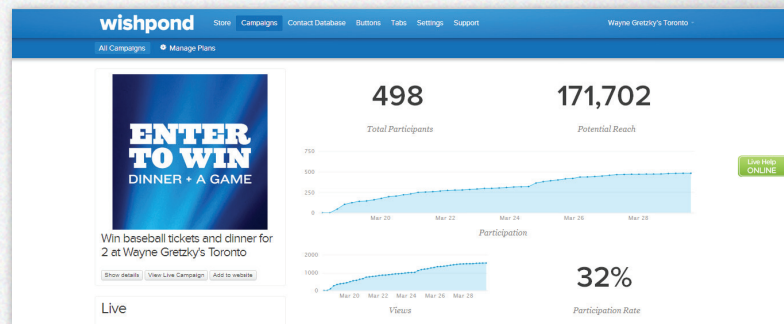
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Recommend 596
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Wishpond Sweepstakes Contest



Wishpond Contact Database Analytics

The Wayne Gretzky's case is a proof that creating excitement while capturing key target data for a local restaurant is easy.

By using Wishpond's easy to use Sweepstakes combined with a great prize they were able to generate a potential reach of over 170,000 new fans, and capture the data of 500 entrants. Wishpond's platform gave them the power and ease they needed to accomplish an amazing increase in new leads. That excitement not only increased their fan base but also drove more foot traffic to their restaurant.

Now that they have enlarged their fan base and captured key customer analytics Wayne Gretzky's is able to reach out to their customers directly.

“Really like the tools to promote the campaign, including the quick button to advertise. Also like the visual layout of the analytics.”

Rob Vena - Creative Director - Feast Interactive Inc.

