

# Social Games, Contests & Promotions

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@AmericanAir



# Social Games, Contests & Promotions

- One facet of a broader engagement strategy
  - Customer service
  - Brand reputation & perception
  - Conversation
- Build your audience
- Add energy and additional value for your community

# ALL AMERICAN AIRLINES SHOOTOUT



CLICK THE  
"AA SHOOTOUT" APP  
ON OUR PAGE



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- Info
- AA Shootout**

- Mobile Apps
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[www.AA.com](http://www.AA.com)

**179,000**  
people like this

Likes [See all](#)



American Airlines  
en español



American Airlines  
Aims High With

## American Airlines ▶ AA Shootout

Travel/Leisure - [Edit info](#)

Share

American Airlines®

## ALL AMERICAN AIRLINES SHOOTOUT

American Airlines has home-court advantage throughout the series, and we want to know who has the best fans! Shoot as many points as you can, and register for a chance to win up to 50% off your next flight to/from Dallas or Miami!\*

DALLAS	SCORE	MIAMI
55289		47886
<b>SHOOT!</b>		<b>SHOOT!</b>

[\\*Terms & Conditions Legal etc.](#)



American Airlines®





## American Airlines

Only 10 days left to cast your vote for a deserving small business of America and a chance to win 25,000 AAdvantage miles! Go to <http://www.aa.com/FlightsCameraAction> to see some great videos and vote for your favorite. Have fun!

**American Airlines "Flights. Camera. Action. Video Contest."**  
secure.fly.aa.com

Vote for your favorite video created by a small business and enter for a chance to win 25,000 American Airlines AAdvantage miles. Check it out: <https://secure.fly.aa.com/flightscameraaction>

4,380 People Reached · 51 People Talking About This

Like · Comment · Share · 16 August at 14:13 · ✨

36 people like this.

View all 14 comments



# #AAGalaxy – Hashtag Promo



Want a #SamsungGalaxy tab of your own?  
Follow @AmericanAir & tweet #AAGalaxy  
for a chance to win one: [bit.ly/AAGLXTC](http://bit.ly/AAGLXTC)

14 Dec via web ☆ Favorite ↻ Undo Retweet ↩ Reply

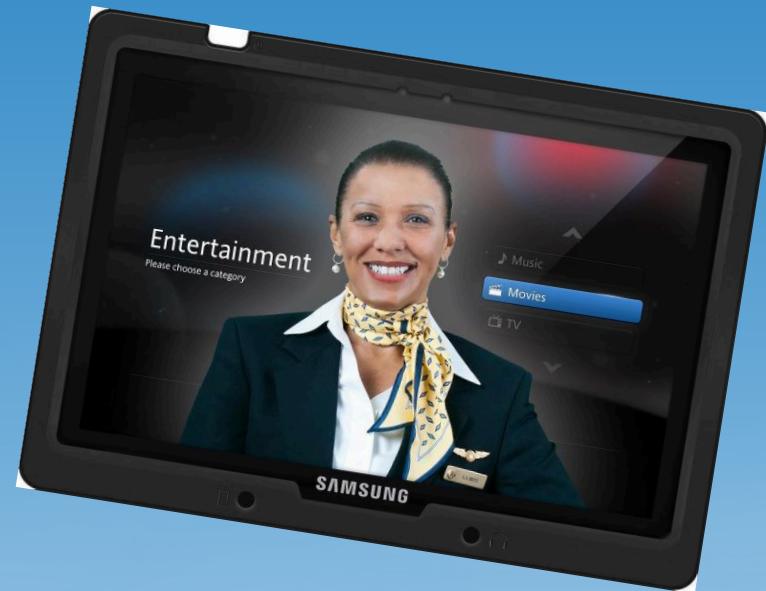


Enter to win a Samsung Galaxy Tab 10.1  
from American Airlines! Follow  
@AmericanAir & tweet with #AAGalaxy.  
[smgm.us/S4S](http://smgm.us/S4S)

14 Dec via Social Publisher ☆ Favorite ↻ Retweet ↩ Reply



Awesome has arrived...Follow @AmericanAir &  
tweet #AAGalaxy for a chance to win a Samsung  
Galaxy tablet: [bit.ly/AAGLXTC](http://bit.ly/AAGLXTC)



# #AAtoASIA Pinterest Promotion

May 21-25, 2012

[Pinterest.com/AmericanAir](https://www.pinterest.com/AmericanAir)





# Goals

- Increase awareness of American's presence on Pinterest, which launched May 8, 2012
- Gain followers on Pinterest
- Promote awareness of American's various Asia routes
  - 25th anniversary of flying DFW-TYO
  - New JFK-HND route



# Process

Created AA to Asia board on Pinterest and added 12 pins



Pinned promotion graphic on AA to Asia board



Messed the promotion on Twitter/Facebook/Google+



Collected email entries



Selected random winners

AmericanAirlines®

# #AtoASIA

**Enter to win a luxury trip to Tokyo!**

Enjoy Business Class air travel for two to Tokyo's Haneda airport and a 3-night stay at the Shangri-La Hotel Tokyo.

**To Enter (From May 21-May 25, 2012):**



Follow American Airlines on Pinterest at [Pinterest.com/AmericanAir](http://Pinterest.com/AmericanAir)



Repin this image



Pin a photo of a place you'd like to visit in Asia, and include hashtag #AtoAsia



Email a link of your pin to [social.media@aa.com](mailto:social.media@aa.com) with subject line #AtoAsia

Good luck!

Rules: [AA.com/socialrules](http://AA.com/socialrules)



**Shangri-La hotel**  
TOKYO





# Process

- Leverage our great destination content, drive traffic back to AA.com

The screenshot displays the American Airlines website interface for the Hong Kong destination. At the top, the American Airlines logo is on the left, and navigation links (Home, Login, My Account, English, Contact AA, FAQ) and a search bar are on the right. Below the header is a main navigation bar with links to Reservations, Travel Information, Travel Deals, AAdvantage, Products & Gifts, Business Programs, and About Us.

The main content area features a large image of the Hong Kong skyline at night. Below the image, the text "HONG KONG" is prominently displayed. To the right of the image is a flight search widget with tabs for Flights, Hotels, Cars, and Vacations. The "Flights" tab is active, showing a search form with fields for Depart From, Arrive In (HKG), Depart Date, Return Date, Travelers (1 Adult), and Show Results By (Price & Schedule, Schedule). A "Find Flights" button is at the bottom right of the search form.

Below the main image and search widget is a horizontal navigation bar with icons for Overview, Events, Restaurants, Nightlife, Shopping, Attractions, and Destinations. The "Overview" section is active, showing "Hong Kong Flights And Sights".

The "Hong Kong Flights And Sights" section includes a sub-section "Flying To Hong Kong With American Airlines" with a paragraph describing Hong Kong as a feast for the senses and a link to "Read More". Below this is a section "More Things To Do In Hong Kong" with a paragraph about discovering Hong Kong's history and culture, and a link to "Read More".

To the right of the "Flying To Hong Kong" section is a "Hong Kong Events" section listing several events:

- Hong Kong Book Fair: 18 - 24 Jul 2012 (annual)
- Hong Kong Convention & Exhibition Centre
- Hong Kong Ani-Comics & Game Fair: 27 - 31 Jul 2012 (annual)
- Hong Kong Convention & Exhibition Centre
- Chinese Opera Festival: 15 Jun - 5 Aug 2012 (annual)
- Hong Kong
- Birthday of Kwan Tai: 11 Aug 2012 (annual)
- Man Mo Temple
- Festival of the Hungry Ghosts: Aug 2012 (annual)
- Hong Kong

At the bottom right of the "Hong Kong Events" section is a "More Events" link.

On the right side of the page, there is a "BOOK TOGETHER & SAVE" section with a visual representation of a flight, hotel, car, and vacation package. Below this is a "Travel Deals" section listing three deals:

- Dallas / Ft. Worth To Mexico City: \$313\* (Restrictions)
- Dallas / Ft. Worth To Chihuahua: \$363\* (Restrictions)
- Dallas / Ft. Worth To Puerto Vallarta: \$272\* (Restrictions)

A footnote at the bottom of the "Travel Deals" section states: "\*Each way, based on round-trip purchase. Price includes applicable taxes and fees."

The American Airlines logo is visible in the bottom right corner of the page.

# Social Messaging - Facebook



**American Airlines**  
May 21

Join us in celebrating 25 years of American Airlines service to Asia! We're pinning photos giving away a luxury trip for 2 to Japan with a hotel stay at the Shangri-La Hotel, Tokyo. Follow us there & enter for [/AtoAsia](http://bit.ly/AtoAsia)

**#AtoAsia**

**Enter to win a luxury trip to Tokyo!**

Enjoy Business Class air travel for two to Tokyo's Haneda airport and a 3-night stay at the Shangri-La Hotel Tokyo.

**To Enter (From May 21-May 25, 2012):**

- Follow American Airlines on Pinterest at [Pinterest.com/AmericanAir](http://Pinterest.com/AmericanAir)
- Repin this image
- Pin a photo of a place you'd like to visit in Asia, and include hashtag #AtoAsia
- Email a link of your pin to [social.media@aa.com](mailto:social.media@aa.com) with subject line #AtoAsia

Like · Comment · Share

258 people like this.

View all 47 comments

**American Airlines**  
May 24

We're thrilled to celebrate 25 years of American Airlines service to Asia! Follow American Airlines on Pinterest, and share your Asia must-sees for your chance to win a luxury trip for 2 to Japan with a hotel stay at the Shangri-La Hotel, Tokyo. <http://bit.ly/AtoAsia>

**American Airlines®**

**#AtoASIA**

**Enter to win a luxury trip to Tokyo!**

Enjoy Business Class air travel for two to Tokyo's Haneda airport and a 3-night stay at the Shangri-La Hotel Tokyo.

**To Enter (From May 21-May 25, 2012):**

- Follow American Airlines on Pinterest at [Pinterest.com/AmericanAir](http://Pinterest.com/AmericanAir)
- Repin this image
- Pin a photo of a place you'd like to visit in Asia, and include hashtag #AtoAsia
- Email a link of your pin to [social.media@aa.com](mailto:social.media@aa.com) with subject line #AtoAsia

Like · Comment · Share

139 people like this.

View all 12 comments



Today, we celebrate 25 years of service to Asia! Join us on [#Pinterest](https://www.pinterest.com/AmericanAirlines/) to enter to [#win](https://www.pinterest.com/AmericanAirlines/) a luxury trip for 2 to [#Tokyo](https://www.pinterest.com/AmericanAirlines/)! [bit.ly/AtoAsia](http://bit.ly/AtoAsia)



Follow us on [#Pinterest](https://www.pinterest.com/AmericanAirlines/) for a chance to [#win](https://www.pinterest.com/AmericanAirlines/) a trip for 2 to [#Tokyo](https://www.pinterest.com/AmericanAirlines/) from [@AmericanAir](https://twitter.com/AmericanAir) & [@shangrilatokyo](https://twitter.com/shangrilatokyo)! [bit.ly/AtoAsia](http://bit.ly/AtoAsia)



# Results

# 63,600 impressions

# 730 repins

54  
comments

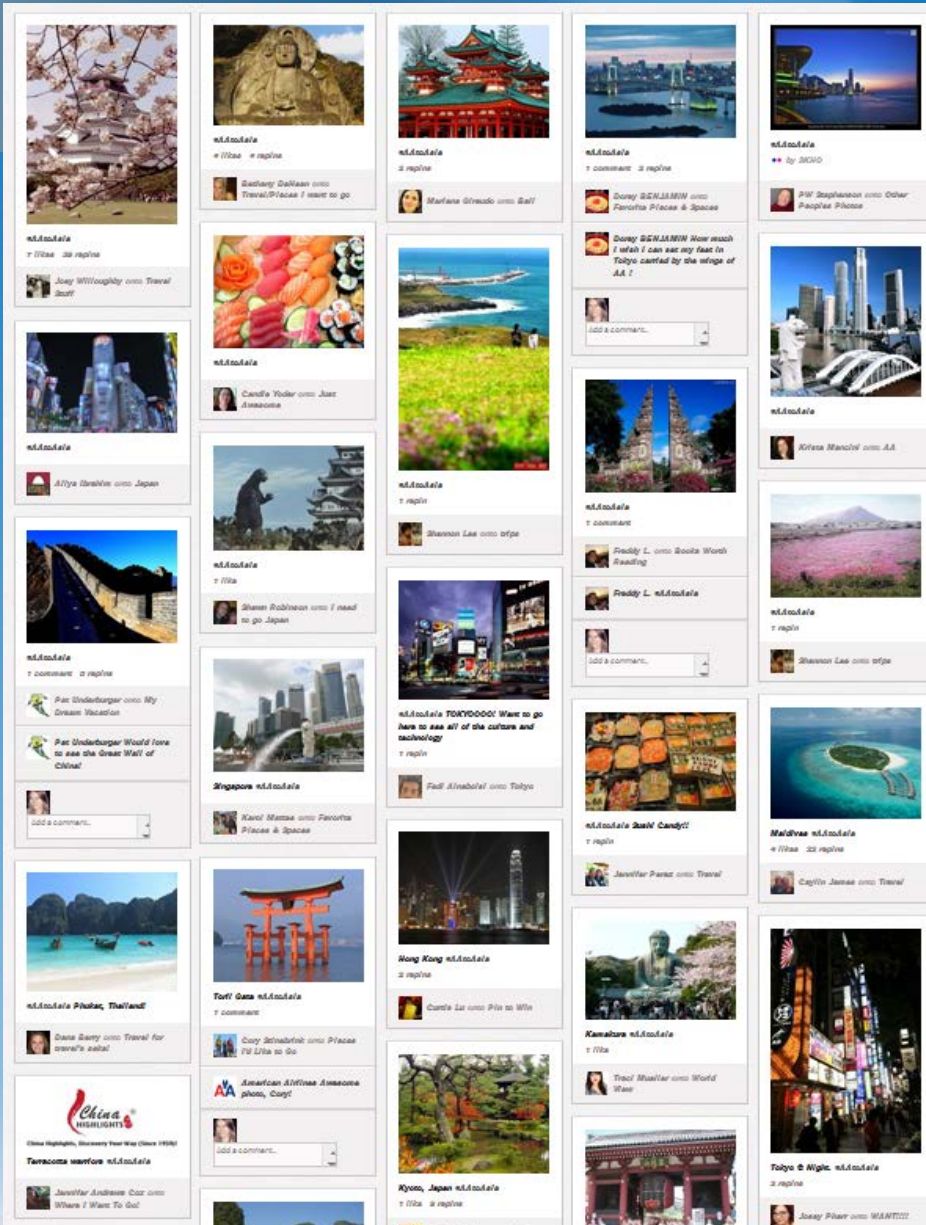
146 likes

# 750 Entries

# 390% increase in followers

# 1,505 AA to Asia board followers

# 1,105 AmericanAir followers





# Travel the World with a Coke

July 18 - August 25, 2012

[Facebook.com/AA](https://www.facebook.com/AA)





American Airlines

Travel the World with a Coke ▾

✓ Liked

American Airlines®

Coca-Cola



# TRAVEL THE WORLD WITH A COKE®

**SOMEONE WILL FLY AWAY WITH  
250,000 AMERICAN AIRLINES  
AADVANTAGE® MILES**

Travel the world with American Airlines and Coca-Cola®. American Airlines and the oneworld® airlines serve more than 800 destinations in 150 countries. Coca-Cola is there to greet you every time, in every language.

This is your chance to win 250,000 AAdvantage® miles and a Coke weekender suitcase or other great prizes. Click Enter Now!

**ENTER NOW ▶****PRIZES**

720



**Official Rules** (Requires PDF reader. [Need one?](#)) | [Privacy Policy](#) | [FAQ](#) | [Powered by ePrize](#)

No purchase necessary. A purchase of any kind will not increase your chances of winning.

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Airlines®



American Airlines

Travel the World with a Coke ▾

✓ Liked

American Airlines®

**TRAVEL  
THE WORLD  
WITH A COKE®***Coca-Cola***TEST YOUR KNOWLEDGE OF THE WORLD**

Coke refreshes people all over the world. American Airlines and the oneworld® airlines can take you there.

Study each international Coca-Cola® logo. Then select the map location that you think matches the language. For every correct answer, you'll earn a Coca-Cola® Bottle in the Bottle Cap Bank. You can click each bottle cap in the bank to learn more about that destination.

When you're done, let your friends in on the fun!

**BOTTLE CAP 3 OF 3:****SELECT THE DESTINATION:**

You have earned 4 sweepstakes entries. Click on a bottle cap to learn more about this destination.



Cairo, Egypt



London, UK



Beijing, China



Dhaka, Bangladesh



Moscow, Russia

**Airlines®**





American Airlines

Travel the World with a Coke ▾

✓ Liked

American Airlines®

**TRAVEL  
THE WORLD  
WITH A COKE®***Coca-Cola***TEST YOUR KNOWLEDGE OF THE WORLD**

Coke refreshes people all over the world. American Airlines and the oneworld® airlines can take you there.

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When you're done, let your friends in on the fun!

**BOTTLE CAP 3 OF 3:****SELECT THE DESTINATION:**

Tokyo, Japan

You have earned 4 sweepstakes entries. Click on a bottle cap to learn more about this destination.



Cairo, Egypt



London, UK



Beijing, China



Dhaka, Bangladesh



Moscow, Russia



Airlines®



American Airlines

Travel the World with a Coke ▾

✓ Liked

American Airlines®

**TRAVEL  
THE WORLD  
WITH A COKE®***Coca-Cola***TEST YOUR KNOWLEDGE OF THE WORLD**

Coke refreshes people all over the world. American Airlines and the oneworld® airlines can take you there.

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When you're done, let your friends in on the fun!

**BOTTLE CAP 3 OF 3:****CORRECT!**

TOKYO, JAPAN

You have earned an additional entry into the Travel the World with a Coke sweepstakes.

In true in Japanese tradition, oneworld® airlines share a commitment to high levels of service. From frequent flyer privileges to in-flight hospitality, your comfort and satisfaction are our top priority.

**NEXT ►****EXPLORE THIS DESTINATION**

You have earned 4 sweepstakes entries. Click on a bottle cap to learn more about this destination.



Tokyo, Japan



Cairo, Egypt



London, UK



Beijing, China



Dhaka, Bangladesh

**Airlines®**



American Airlines

Travel the World with a Coke ▾

✓ Liked

American Airlines®

**TRAVEL  
THE WORLD  
WITH A COKE®***Coca-Cola***TEST YOUR KNOWLEDGE OF THE WORLD**

Coke refreshes people all over the world. American Airlines and the oneworld® airlines can take you there.

Study each international Coca-Cola® logo. Then select the map location that you think matches the language. For every correct answer, you'll earn a Coca-Cola® Bottle in the Bottle Cap Bank. You can click each bottle cap in the bank to learn more about that destination.

When you're done, let your friends in on the fun!

**BOTTLE CAP 2 OF 3:****SELECT THE DESTINATION:**

Cairo, Egypt



You have earned 4 sweepstakes entries. Click on a bottle cap to learn more about this destination.



London, UK



Beijing, China



Dhaka, Bangladesh



Moscow, Russia

**Airlines®**



# Building Promotions & Activations

- Know your resources
  - Your product/currency
  - Creative/technical
  - Supporting channels, Partners
- Understand your communities – and what they value
  - Your product/currency
  - Activity
  - Prizing

*HAVE FUN!*

# Thank You!

**facebook**

[Facebook.com/AA](https://www.facebook.com/AA)

**twitter**

[@AmericanAir](https://twitter.com/AmericanAir)

**Pinterest**

[Pinterest.com/AmericanAir](https://www.pinterest.com/AmericanAir)

