

FACEBOOK CHRISTMAS CONTEST

INTRODUCTION

Thai Airways India conducted a Christmas Contest on the eve of Christmas from 20th December 2014 to 24th December, 2014. The contest's framework was based on three key focus points –

1. Thai Airways India – BRAND.
2. Christmas Eve – FESTIVE OCCASION.
3. Airlines – INDUSTRY



OBJECTIVE

The 5 day Contest was conducted with the following objectives –

1. To increase the brand recognition and create a brand recall value for Thai Airways.
2. To enhance the brand image of Thai Airways amongst the audience across the 6 destinations in India.
3. To increase the number of Facebook fans on Thai Airways India's Facebook page, leading to an increase in the reach of Thai Airways' promotions in terms of the audience across India.

THE IMPLEMENTED CONTEST FRAMEWORK:

1. A pre buzz was created before the contest began, the aim of which was to spread the word about the upcoming contest.
2. A cover photo was updated to promote the contest and create a distinctive visibility.
3. Engaging images to accompany the contest questions were posted on the timeline promoting the contest.
4. The person with regular participation and the maximum number of correct answers was adjudged as the winner.

WINNERS:

The winners were chosen as per the pre - decided rule mentioned above.

- Three winners were chosen post the contest who were from –
1. Thane (Mumbai)
 2. Chennai (Tamil Nadu)
 3. Kolkata (West Bengal)

RESULTS:

The contest run on the Thai Airways India Facebook page helped increase the fan following and recorded a consistent increase in the Facebook fans during the entire duration of the contest. The graph below depicts the day wise increase in the number of Facebook fans.



Type/Category of Post	Date	Number of new registered Fans
Contest post #1	21 st December, 2014	5
Contest post #2	22 nd December, 2014	41
Contest post #3	23 rd December, 2014	52
Contest Closure post	24 th December, 2014	62
Christmas Eve	25 th December, 2014	74
Total	5 Days	234

A detailed analysis of each of the contest posts is given below. Each figure depicts insights to the contest post.

CONTEST PRE-BUZZ POST:

270 People Reached

28 Likes, Comments & Shares

27 Likes	26 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

19 Post Clicks

19 Photo Views	0 Link Clicks	0 Other Clicks (0)
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

CONTEST POST#1:

1,494 People Reached

151 Likes, Comments & Shares

123 Likes	106 On Post	17 On Shares
13 Comments	12 On Post	1 On Shares
15 Shares	15 On Post	0 On Shares

54 Post Clicks

54 Photo Views	0 Link Clicks	0 Other Clicks (0)
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

CONTEST POST#2:

2,394 People Reached

224 Likes, Comments & Shares

207 Likes	192 On Post	15 On Shares
8 Comments	8 On Post	0 On Shares
9 Shares	5 On Post	4 On Shares

59 Post Clicks

59 Photo Views	0 Link Clicks	0 Other Clicks (0)
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

CONTEST POST#3:

1,702 People Reached

158 Likes, Comments & Shares

148 Likes	141 On Post	7 On Shares
7 Comments	7 On Post	0 On Shares
3 Shares	2 On Post	1 On Shares

32 Post Clicks

32 Photo Views	0 Link Clicks	0 Other Clicks (0)
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

CHRISTMAS EVE POST:

153 People Reached

24 Video Views

11 Likes, Comments & Shares

10 Likes	10 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

14 Post Clicks

13 Clicks to Play (0)	0 Link Clicks	1 Other Clicks (0)
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page