

### CASE STUDY

#### CHALLENGE

LEFTFIELDBIKE's objective was to increase brand awareness of their new venue in Canary Wharf, London's new Financial district. To achieve this goal, a prize draw in the Wharf newspaper offered readers the opportunity to win a £750 KTM road bike.

#### SOLUTION

They chose Sweepstakes because it automates subscriptions and they were up and running within minutes with minimal effort. They also hosted a national cycle racing event, where visitors accessed the page on their phones. This simplified the process of registering 12,000 attendees' contact details. Many visitors simply photographed the poster and registered later.

#### OUTCOME

- Well exceeded their target of 2,000 subscribers within ten days
- A realistic increase in traffic to their website
- Increased awareness of both their brand and the brands they offer
- Improved sales, and since more people in both Canary Wharf and The City are aware of their brand, future sales are increasingly likely to grow.



#### Leftfield Bikes Prize Draw: Win A Bike!



#### Win This KTM Strada 800 Road Racing Bike worth £750!



LEFTFIELDBIKES have teamed up with The Wharf newspaper to give away this spectacular KTM Road Racing Bike worth £750. For your chance to win, simply enter your name and e-mail address in the boxes provided on the right of this page #.

The outstanding KTM Strada 800 Speed is fast and light, weighing-in at well under 10kg. The dropbar option offers an aerodynamic riding position, which is a joy for sprinting everywhere.

4 days 13:36:39 remaining

First Name  /255

Last Name  /255

Enter your email address

**Enter Sweepstakes**

#### Wishpond Sweepstakes Contest

LEFTFIELDBIKES is a boutique bicycle store specializing in one of a kind bikes. Their audience are people who demand the highest quality bicycles and they supply them forward thinking electric and non-electric bikes with the most up to date designs in all styles, sourced from all over the world.

They found that using Wishpond really helped them to achieve their goal of increasing brand awareness. On using Wishpond, their insights are that once their contest page looked as they intended, they were able to leave it and focus on other things. The first time Wishpond tools are used it's a learning process, although they are confident that they can create their next campaign in under five minutes. They also found that Wishpond's Tech supports are amazing, friendly and always have the answers to their questions.

**“We were very impressed with the speed a campaign can be up and running, the flexibility of the tools and the passion of the team. The system clearly works well and even the least technical person can be up and running within a quarter of an hour.”**

Guy Wheeler - LEFTFIELDBIKES

