



As a local commercial printer Bannerworld is honoured to work with hundred's of businesses and frequently conducts co-branded marketing campaigns. Our team is passionate about supporting and engaging our community in a positive and inclusive manner.

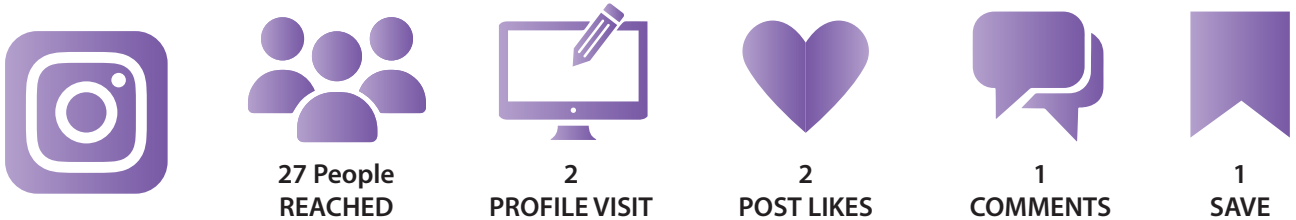
Bannerworld was delighted to work with the wonderful team at 'My Star Box Gifts' in order to run a co-branded Personalised Gift Pack Giveaway. The Giveaway ran for 7 days and was released on **Facebook, Instagram, LinkedIn, Twitter, Google** and emailed to existing Bannerworld customers via EDM (Electronic Direct Mail) on the **30th of September**.

This report is designed to outline the performance of the promotion on the main social media platforms to provide an indication of the promotion's success in reaching the local audience/community.

### Promotion Outcomes

The Promotional Post advertising the giveaway was released on the 30th of September on Bannerworlds social media. The post was then shared to and circulated amongst local community groups.

On the 1st to the 6th of October, the Facebook post was **boosted** to increase audience reach. The following statistics were achieved.



This promotion resulted in **149 giveaway entries** and on the 8th of October **Luke Andrews** won the Personalised Entertainment Gift pack.