



**Facebook Fandemonium  
Divisional Playoffs 2012/13 recap**

**DISCOUNT<sup>®</sup>**  
**TIRE**

# Facebook Fandemonium

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**Denver Broncos vs Baltimore Ravens** (January 12<sup>th</sup>);  
Contest Dates: January 7<sup>th</sup> - January 10<sup>th</sup>

## **Package Elements**

- Denver Broncos Inventory:
  - Total of 1 posts from Broncos to Denver Post Contest Page
  - 1x Orange & Blue Newsletter Mention
- The Denver Post Inventory:
  - Total of 4 FB posts to Contest Page - *(2 to advertiser contest, 2 to DP contest)*
  - Total of 4 Twitter posts to Contest Page - *(2 to advertiser contest, 2 to DP contest)*
  - 1x Email Blast to 50,000 opt-ins
- Facebook Inventory:
  - 6 Million impressions of Facebook Targeted Ads

## **Prize:**

- Two Broncos Playoff Game Tickets
- John Elway autographed football

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# FACEBOOK FANDEMONIUM

WIN TICKETS  
BRONCOS  
AFC DIVISION PLAYOFF

GAME DAY-JANUARY 12TH  
CONTEST DATES-JANUARY 7TH - JANUARY 10TH

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presented by

THE DENVER POST  
we are colorado™

*FANTASTIC PRIZE PACKAGE INCLUDES:*

2 Broncos Playoff Game Tickets

Autographed Football (from various Broncos players)



BRONCOS

DISCOUNT  
TIRE

America's Largest Independent Tire Dealer

ENTER  
BELOW  
FOR YOUR  
CHANCE  
TO WIN!



FANDEMONIUM  
WIN BRONCOS  
TICKETS!

FACEBOOK  
FANDEMONIUM  
WIN BRONCOS  
TICKETS!  
CLICK TO ENTER

FACEBOOK  
FANDEMONIUM  
WIN TICKETS  
BRONCOS AFC DIVISION PLAYOFF  
CLICK HERE FOR YOUR  
SECOND CHANCE TO WIN!

FACEBOOK  
FANDEMONIUM  
SHARE THIS  
CONTEST

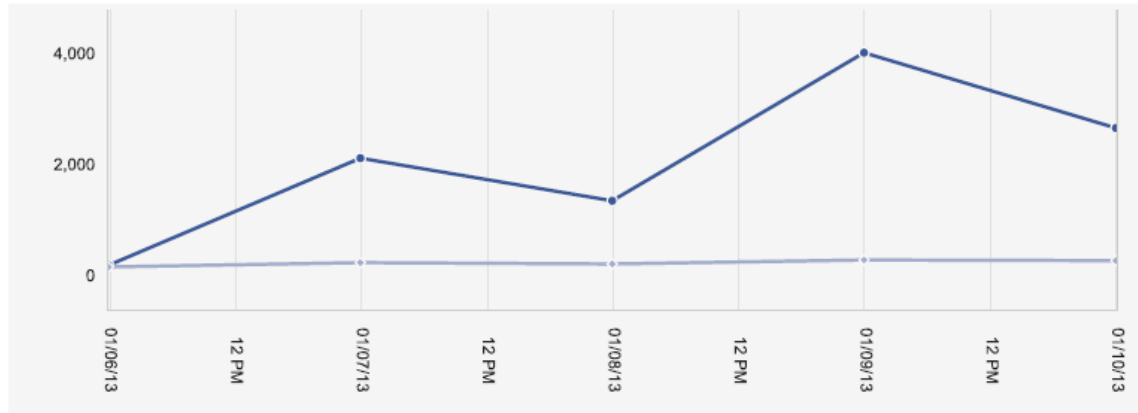


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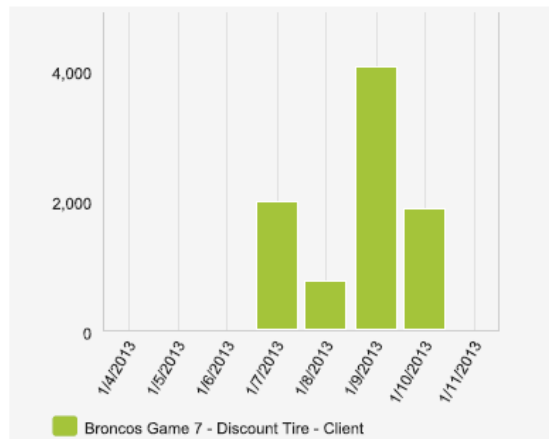
THE DENVER POST  
denverpost.com



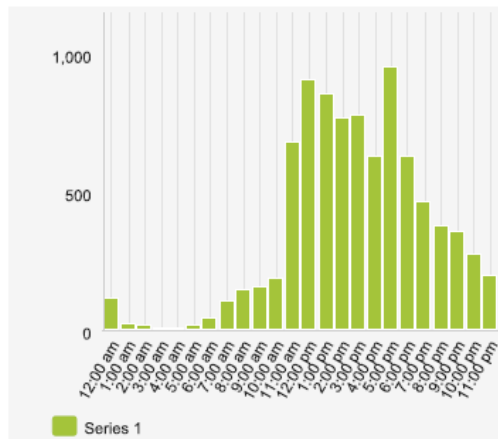
Likes & Unlikes  
from 01/06/13-01/10/13



Entries by day  
from 01/06/13-01/10/13



Entries by hour  
from 01/06/13-01/10/13



City	Likes
Denver, CO	6295
Houston, TX	4801
Phoenix, AZ	3710
SÃ£o Paulo, Brazil	3437
San Antonio, TX	2803
Chicago, IL	2612
Las Vegas, NV	2530
Colorado Springs, CO	2505
Los Angeles, CA	2340
Dallas, TX	2257
Mexico City, Mexico	2124
San Diego, CA	1875
Austin, TX	1731
Indianapolis, IN	1702
Tucson, AZ	1604
Albuquerque, NM	1527
Atlanta, GA	1519
Aurora, CO	1469
Salt Lake City, UT	1339
Fort Worth, TX	1287
New York, NY	1245
Orlando, FL	1214
Jacksonville, FL	1195
Columbus, OH	1144
Charlotte, NC	1045

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# RESULTS



- **9,816** new fans for Discount Tire (2.20% increase)
- **15,746** entries to the contest
- **11,119** email addresses

**50,000**  
emails sent

**5,445**  
opens

**981**  
clicks



## Facebook ads

**3,305,824** impressions

**14,537** clicks







# Winner:

## Dan from Denver

- Two Broncos Playoff Game Tickets
- John Elway autographed football

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**TIRE**