



SWEEPSTAKES & DRAWS CAMPAIGN

Driving Mass Engagement, Excitement & Customer Acquisition

The Sweepstakes / Draw Campaign

Sweepstakes and Draw Campaigns are high-impact marketing strategies designed to drive mass participation, excitement, and rapid customer acquisition.

By offering customers the opportunity to win high-value prizes through transparent random selection, brands can significantly increase engagement, transactions, and brand visibility.

TisasNG powers seamless, transparent, and scalable sweepstakes campaigns - ensuring fairness, compliance, and real-time tracking for all stakeholders.



THE OPPORTUNITY



Brands today understand that attention is currency; yet many face increasing difficulty capturing attention and driving sustained engagement. Traditional promotions often fail to create the needed excitement or urgency.

Customers, however, are highly responsive to:

- The chance to win big prizes
- Gamified experiences
- Low-barrier participation

TisasNG Sweepstakes campaigns tap into these behaviors by creating anticipation and viral engagement.

THE SOLUTION

TisasNG Sweepstakes / Draw Campaign allows customers to earn tokens/vouchers as reward and redeem them for entries into prize draws by completing defined actions such as:

- Making purchases
- Signing up or registering
- Referring others
- Engaging with brand campaigns

Our secure algorithm ensures winners are transparently selected randomly at brand-defined intervals (daily, weekly, or campaign-end), ensuring fairness and excitement.



HOW IT WORKS



Step 1: Entry Trigger

Customers perform a brand-defined qualifying action (purchase, signup, referral, etc.) and earn token(s)/vouchers.

Step 2: Entry Allocation

Each gifted token or redeemed voucher earns the customer an entry slot into the draw – more tokens/vouchers = more slots.

Step 3: Entry Tracking

All entries are recorded and tied to individual users in real time.

Step 4: Draw Execution

Brands define selection of winners and the system executes using a transparent, system-driven randomization algorithm process.

Step 5: Winner Notification & Reward Fulfillment

Winners are notified and rewards are distributed accordingly at the brand's terms.

USE CASE EXAMPLES

QSR (Quick Service Restaurant)

Engagement & Loyalty Campaign:

A fast-food chain launches a layered incentive campaign designed to increase order frequency, boost average spend, and deepen customer engagement.

- Every order above a defined amount (in-store or online order) earns customers reward token(s)/code, which gives them **a guaranteed instant brand-defined cashback**, and also qualifies them for **entries into a weekly customer celebratory draw**.
- Customers can increase entries through repeat purchases, upsizing meals, combo selections, or referring friends.
- An instant reward layer (e.g., spin-the-wheel for small instant prizes) can be introduced, offering immediate gratification such as free items or airtime; while still granting draw entries.
- A **CSR integration** option that allows customers to donate their cashback toward community-focused initiatives such as food support programs for the underprivileged.
- Weekly winners receive brand-defined prizes such as free meals, branded merchandise, vouchers, gadgets, or cash rewards.

Campaign Impact:

This model increases foot traffic and order frequency, drives higher basket value, creates a fun and engaging customer experience, captures actionable customer data, and strengthens brand affinity through both rewards and social impact enablement.

Oil & Gas (Fuel Retail)

Customer Loyalty Engagement Campaign:

An oil & gas company launches a multi-layered consumer incentive campaign across its fuel station network to drive volume sales, increase station loyalty, and enhance customer engagement.

- Every fuel purchase above a defined threshold e.g. 50 Ltrs earns customers reward token(s)/code, which gives them **a guaranteed instant brand-defined cashback**, and also qualifies them for **entries into a weekly customer celebratory draw**.
- Customers can increase entries through frequent refueling, higher spend, or by referring other drivers to preferred stations
- An instant reward layer (e.g., spin-the-wheel for small instant prizes) can be introduced, for immediate gratification such as free tire gauge; car wash, etc while still granting draw entries.
- A **CSR integration** option in partnership with NGOs that allows customers donate their earned cashback toward initiatives such as environmental sustainability, road safety, or community development projects can be introduced to tap into emotional loyalty.
- Weekly winners receive rewards such as fuel vouchers, cash prizes, vehicle servicing packages, or branded merchandise

Campaign Impact:

This model drives increased fuel purchase, strengthens station preference, improves customer retention, captures valuable customer data, and positions the brand as both innovative and socially responsible.

This model is highly adaptable across industries including Telecom, FMCG, Banking, Transport, QSR, Retail, and more — enabling brands to drive both immediate engagement and long-term loyalty.

VALUE PROPOSITION

For Brands

Rapid customer acquisition

Increased transaction volume

Strong campaign virality and buzz

Measurable engagement metrics

For Customers

Opportunity to win high-value rewards

Exciting and engaging brand interaction

Low barrier to participation

Increased engagement value

CAMPAIGN MODELS

1. Purchase-Based Draw

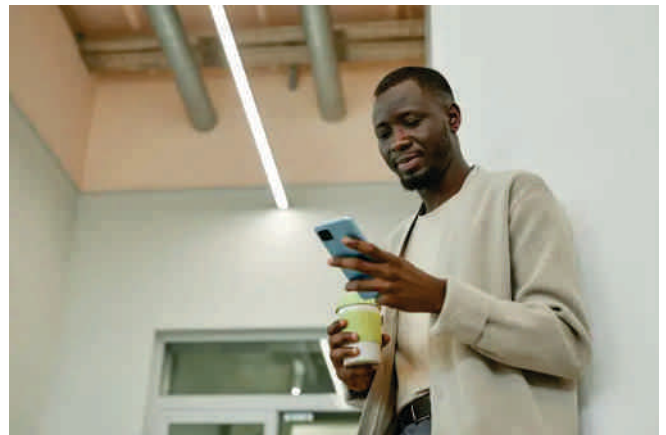
Tokens/vouchers for entry are earned through product purchases – more purchase = more entries.

2. No-Purchase Entry Campaign

Users earn tokens/vouchers for entry via non-purchase engagements such as completing a survey, registration, signup, social actions, etc.

3. Referral-Based Draw

Participants earn tokens for entries by referring others.



SYSTEM CAPABILITIES



- Entry tracking and management system
- Randomized draw engine (fair and auditable)
- Multi-channel participation (Web, App, USSD)
- Reward management and fulfillment tracking
- Real-time analytics dashboard

IMPLEMENTATION FRAMEWORK

1. Define Campaign Objectives

- Acquisition targets & Engagement goals

2. Design Entry Mechanics

- Entry triggers
- Campaign duration

3. Define Reward Structure

- Cashback per token/voucher
- Prize tiers
- Frequency of draws

4. Launch & Promote

- Digital marketing campaigns
- Influencer and partner promotion

5. Monitor & Optimize

- Participation trends
- Conversion rates
- Campaign ROI

Key Metrics

- Number of participants
- Total entries generated
- Conversion rate (entry to action)
- Sales growth rate
- Cost per acquisition (CPA)

CONCLUSION

Sweepstakes and Draw Campaigns are powerful tools for driving mass engagement and rapid growth. When executed with strong incentive structures, they can significantly boost brand visibility and customer acquisition.

With TisasNG, brands can launch and manage these campaigns with confidence and precision.

Ready to launch your Sweepstakes / Draw Campaign?

Contact us today:

Email: support@tisasng.com; **Website:** www.tisasng.com