



CASE STUDY //

BELAIRDIRECT TEAM WITH SID LEE AND LAUNCHPAD6

Belairdirect in partnership with the CFL inspires super-fan's to exercise their fandom to be a CFL coach for a day

For more than 60 years, belairdirect has been providing complete car and home insurance solutions direct to the consumer. In 1997, belairdirect became the first car insurance company in North America to offer an online car insurance quote directly to consumers. Their company is built on innovation.

Sid Lee is a multidisciplinary global creative agency of brand builders recognized for designing culture-driven communications and experiences. Sid Lee are the agency of record for belairdirect and where charged to design and deliver the "Coach for a Day" contest.

The belairdirect and CFL challenge

Belairdirect has been a longtime Official Consumer Insurance Partner of the CFL. Belairdirect's goal was to create brand awareness and leverage reusable content amongst CFL fans. Belairdirect wanted to give super-fans greater control over how they can exercise their fandom in a way only belairdirect can. Every super-fan's dream is to go from being a powerless 'armchair quarterback' in their living room to having real control or influence over their team's performance. Belairdirect wanted to harness this passion by leveraging video and the thrill of competition.

CHALLENGE

Engage with CFL fans to collect User Generated Content and create brand awareness

SOLUTION

ContestPad Video contest
white labeled microsite
Video upload, gallery and judging

SERVICES OFFERED

Contest platform hosting and support
ContestPad Advanced package

RESULTS

190+ entries
Thousands of entry views
Increased brand awareness particularly with CFL supporters
Reusable User Generated Content

The Launchpad6 solution

Sid Lee started looking for options on behalf of belairdirect for a platform that could support the direct upload and presentation of videos via a gallery. They also needed a solution that could be completely white labeled and comprehensively styled to meet belairdirect's branding requirements. They needed a solution that could provide all the advanced capabilities specific to belairdirect's needs without having to do any custom development.

Sid Lee then found ContestPad from Launchpad6. Key factors that informed Sid Lee of their decision to go with Launchpad6 included:

- ✓ providing of all features needed for users to have an easy experience to engage with,
- ✓ ease of use for administrators to approve submissions,
- ✓ the ability to customize the look and feel of the platform to the campaign creative.

"We were pleasantly surprised by the platform's ability to facilitate our desired UX, as we hadn't found an equivalent in other platforms."



NICK CORROON,
Digital Producer, Sid Lee



Launchpad6 excelled at all of these factors.

"We were pleasantly surprised by the platform's ability to facilitate our desired UX, as we hadn't found an equivalent in other platforms" says Nick Corroon, Digital Producer for Sid Lee

Sid Lee created a completely custom styled site to exactly meet the branding and user experience requirements of belairdirect.

Sid Lee then assisted belairdirect by promoting the contest to Canadians through TV, online video advertisements and standard banner ads. Fans were invited to record and upload their pep talk video to their favourite CFL team. The entries were then promoted on the site via the styled video gallery.

The winner, selected by a panel of judges from belairdirect, won an all expenses paid trip for two to Calgary and entry to the 2019 Grey Cup game.

The results

Belairdirect received over 190 fantastic entries all of which are now able to be reused for their own engagement and marketing purposes. The contest attracted thousands of views which also helped create huge brand awareness for belairdirect in a very short period.

Most importantly the contest provided a fun and engaging experience to connect with belairdirect's target audience and demonstrates their love of the game with all the Canadian fans.

Sid Lee were so impressed with the smoothness of operation and the capabilities of the solution that Sid Lee now intend to find new ways to package the contest setup for their clients, including belairdirect, in the coming year.

GO FOR LAUNCH!

Like belairdirect, are you looking to engage a target audience to capture engaging user generated content and create huge brand awareness using competitions?

Contact Launchpad6 to find out more about how we can help your idea really take off – today!



Launchpad6 is a leading supplier of contest solutions including the most flexible and agile UGC contest platform on the planet.

For more information or a no obligation trial, visit our web site or contact us using the email address below.

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