



# The world as your art gallery

CASE STUDY //

## SPENCIL TAKE THEIR ONLINE ART PRIZE TO THE NEXT LEVEL

**Spencil were looking to elevate their Spencil Art Prize and provide a more engaging experience for kids.**

### THE CHALLENGE

Spencil are a supplier of affordable school, stationery and lifestyle products for kids. Everything at Spencil comes in seasonal ranges of bespoke prints featuring Spencil characters and motifs.

To help celebrate the artistic creativity of children, Spencil have been running an online Art Book Cover competition where kids submitted photos of their artwork to Spencil with the winning artwork used on a Spencil released book cover.

As the competition grew in popularity, Spencil realised they needed to elevate their online competition to provide a more engaging experience for kids and scale the competition across multiple channels.

*"We were looking for a really easy to use, out-of-the-box solution that was capable of providing an experience that was aligned to the Spencil brand"* says Marnie O'Dwyer - Strategic Marketing Consultant for Spencil.

Spencil's previous solution required lots of manual intervention and wasn't able to deliver a great experience to participants. So Spencil decided to look for a solution that was developed specifically to manage their needs.

### CHALLENGE

Celebrate children's artist creativity and cultivate their passion for art

Source creative input from children to use within Spencil's select product range

Create general awareness of the Spencil brand among their target audience

### SOLUTION

Replace the manual solution being used for previous competitions

Create a competition site that aligned to the Spencil Brand

Provide a solution that enabled the competition to scale across multiple channels

### SERVICES OFFERED

ContestPad Advanced Package

White labelled contest site for dedicated Spencil competition

### RESULTS

- ✓ Over 2,290 entries
- ✓ Over 300% increase of submissions from previous years
- ✓ 38,000+ page views
- ✓ Over 760 creatively inspired kids

## A NEW COMPETITION WAS BORN!

Spencil had decided to revamp the existing competition to include all 'flat' medium which included drawing, painting, photography or computer art. It was renamed the Spencil Art Prize. It would also be open to children 13 years or younger right across Australia and New Zealand. The specific goals for the online competition was to:

- Celebrate children's artist creativity and cultivate their passion for art
- Create an opportunity to source creative input from kids to use within Spencil's select product range
- Create general awareness of the Spencil brand among their target audience

Creating and managing this new enhanced online competition meant finding a platform partner that would:

- Manage the scale of the competition across multiple channels
- Be easy and fast to set up
- Provide the capability to deliver a beautiful site that was respectful to the Spencil Brand

*"When resources are limited you need something that you know is going to work and will make the company look good without a lot of effort...Everything was just there and available out-of-the-box"*



**MARNIE O'DWYER,**  
Strategic Marketing  
Consultant for Spencil



- Give entrants an intuitive and seamless way of uploading photographic submissions from any device and be able to view all entries online.
- Deliver a judging portal to assess and select the best entries

## LAUNCHPAD6 DELIVERS

Spencil looked at multiple different options. It was critical that the solution was both flexible but also simple to configure, style and administer. Launchpad6 was the only solution that ticked all the requirements:

### PLATFORM CAPABILITIES MATCH REQUIREMENTS

- ✓ Launchpad6 allows for seamless judging of entries,
- ✓ Launchpad6 natively supported all sorts of photographic formats,

- ✓ Launchpad6 provided a great experience to easily collect submissions,
- ✓ The Launchpad6 gallery of the artwork is able accurately present the artistic creativity of the entrants,
- ✓ The website can be easily branded and styled to match the specifics of the Spencil brand,
- ✓ The cost of the solution was extremely good value for money based on its capabilities.

Launchpad6 has now become a standard platform for Spencil to support future online competitions.

### **AN ONLINE COMPETITION SUCCESS!**

The primary measurable goal of the competition was to equal or better the number of submissions that were received in previous years. Previously the maximum number of entries received was approximately 750 submissions.

With the improved user experience and ease of submission, the team at Spencil were able to accept over 2,290 entries which represented more than a 300% increase in submissions from previous years.

*"When resources are limited you need something that you know is going to work and will make the company look good without a lot of effort...Everything was just there and available out-of-the-box" said Marnie.*

The solution was able to provide a completely integrated, end to end competition and scale it across every channel.

The winning entrants in collaboration with the Spencil product development team were also able to bring their artwork to life through Spencil products.

### **GO FOR LAUNCH!**

Are you also looking for stress-free ways to deliver your artistic events online and elevate the experience of your creative audience?

If yes, then contact Launchpad6 to find out how we can amplify your mission using online competitions!



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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