



MEDIA GROUP

- Use Case -



The client

A media group that manages 80 radio stations covering the entire national territory and also offers television and online broadcasting.

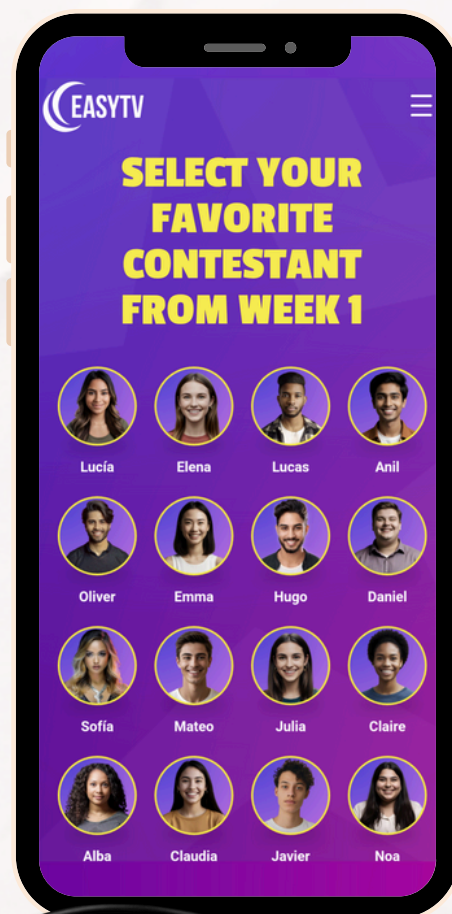


Objetives

On a strategic level, the group has identified gamification and customer engagement as key pillars within its digital transformation.

With this approach, they need a platform that allows the employees to manage all contests and gamified promotions carried out by the 80 radio stations and the group's brands in a centralized and efficient manner.

One of the main requirements of the media group is that each team can operate autonomously, with flexibility to launch campaigns, manage prizes, and communicate winners, without depending on other teams, thus creating bottlenecks.



Challenge

Efficiently manage contests and promotions in a group with 80 radio stations, television channels, and digital platforms, while ensuring personal data protection, transparency in the winner selection, and regulatory compliance.

The group needs a centralized but flexible platform that offers operational autonomy to each station, ensuring that teams only have access to their own campaigns.

Additionally, they are looking for a solution with a wide variety of gamified dynamics capable of adapting to each channel's different audiences and objectives. From social media campaigns to capturing new prospects to nurture their CIAM and DMP, contests to keep the audience engaged during live broadcasts, and actions on their digital websites aimed at increasing time on page and converting more visitors into registered users.



The solution with Easypromos

Participation dynamics adapted to the media sector

Easypromos' catalog of more than 50 gamified dynamics allows the group to be highly versatile in its promotional offerings. The key for a media outlet is to have interactive formats that encourage user participation, increase time spent on the website, and are highly customizable.

Among the most used dynamics are:

- **Entry Form Giveaways**, ideal for generating leads and building your database.
- **Surveys** and **Online Voting**, embedded on their websites about current topics, with real-time results, statistics, and rankings.
- **Photo and Video Contests**, in collaboration with sponsoring brands, where users upload their content and share it to get votes from their community.
- **Gamification through digital mini-games** that provide entertainment and engagement to the audience in a light and fun way.
- **Social Media Giveaways**, based on user interactions (comments, likes, etc.), ideal for energizing and growing the group's social communities.
- **Predictions** and **Tournament Brackets**, very effective for campaigns related to sporting events like March Madness or major tournaments.
- **OnAir Contests** (available upon request): a tool designed for broadcasters and producers to manually register participants during a live broadcast and award prizes in real time. Includes the prize claim functionality to obtain the winners' contact details.

Advanced features used

- **Role management and segmented access** through the Corporate account, that allows campaigns to be organized by station and limits each team's access to their own brands.
- **Custom design templates per station**, ensuring that each new campaign automatically uses the corresponding visual identity.
- **Centralized and efficient prize management**, ideal for promotions with multiple winners, with tools to ensure the correct delivery of the prizes.
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- **Publication of promotions under each station's web domain**, reinforcing brand coherence and user trust.
- **Embedding promotions on station websites and blogs** through a flexible widget system.
- **Direct integration into the group's native mobile apps** for a smooth and frictionless user experience.
- **Synchronization with the group's user management system**, allowing them to create exclusive promotions for registered users or subscribers.
- **Advanced audience segmentation**: making it possible to launch exclusive promotions according to the type of user (for example, free users vs. paid subscribers).

Easypromos constantly updates its catalog with new interactive dynamics, which allows media outlets to be agile and creative in their content and promotion strategy.



And also...

The group uses the promotions to give visibility to their sponsors.

The user's explicit legal consent to data treatment is recorded.

The usual prizes are tickets for sporting events, concerts, gift cards, and money.



Results

Thanks to Easypromos, the media group has achieved free-flowing, secure, and centralized management of promotions, participants, and winners in all promotion formats, as well as better campaign planning.

After the initial training, the teams of each station operate completely autonomously, with the ability to launch up to two new digital campaigns per day, with agility and without depending on external support.

Furthermore, they continue to discover new ways to integrate Easypromos into their daily operations, using interactive dynamics as a constant channel of connection with their audience.

[More inspiration for media outlets](#)