

Best Promotional Re-launch Blast
Gold Consumer
Olympus Corporation of the Americas – Show Us Your Proof & Win

Brand/Client Side Team:

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Vendors/Agencies:

EmailLabs

MarketingSherpa Summary – Why They Won:

This Olympus campaign took the gold because of the fun, user-generated nature of the contest they were promoting as well as the success of the email. The new getolympus.com featured a trio of contests encouraging creative user submissions – a photo/ad concept contest, a video contest, and a song creation contest. This email was also the first time that they added a social bookmarking tag directly to their email via a link to “Add This.”

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

The purpose of this campaign was to promote the re-launch of getolympus.com – a minisite used by Olympus Imaging America to promote consumer products such as digital cameras and voice recorders.

The email was delivered to over 270,000 members of our email list in the US. The subject line was “Show Us Your Proof & Win at getolympus.com”

[Show Us Your Proof](#) | [View the images in this email.](#)

OLYMPUS

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SHOW US YOUR PROOF, AND WIN!

CHECK OUT THE NEWLY REDESIGNED [GETOLYMPUS.COM](#),
AND ENTER ONE OF THREE CONTESTS

There's an all-new look to [getolympus.com](#).
Go check it out and enter a contest to win one of three
big prizes: a five-night extreme vacation with airfare, an
"All-American Rejects" concert package in New York
City, or an E-3 Premium kit including an E-3 body, lens
and wireless flash!



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