



**Boom in online marketing and social media –
win hands down with sales promotions on the Web**

***“And the winner is...”: EMIRAT AG provides insurance for
contests on Facebook & Co.***

Munich, 19 December 2011 – Sales promotion on the Web is steadily getting a firm foothold as a marketing strategy. Businesses are increasingly designing their marketing drives for presentation on social media platforms, thanks to their huge numbers of users – for instance, Facebook meanwhile has over 20 million active members all over Germany. At the same time, prize-winning contests have established themselves as a reliable tool for attracting attention and building up a fan community. This is also reflected in the growing demand for EMIRAT’s ideas: EMIRAT AG develops customised concepts for games and contests, and if there’s a winner it pays out the prizes.

The latest trend is for contest apps which a business installs on its fan page on Facebook. The aim is to create a broad fan base for doing branding and increasing awareness. The principle often works something like this: before taking part, users have to become a fan on the Facebook page of the business staging the contest, then to actually enter they fill in their personal particulars on the registration form. Entering might be linked to various conditions as well, such as answering questions, or subscribing to a newsletter, etc. In the run-up to Christmas for instance, an Advent calendar can be integrated on a firm’s fan page, with the individual letters of the solution to a puzzle concealed behind the shutters of the calendar windows.

No-risk online gambit

As far as the organiser is concerned, what counts most is: the bigger the prize, the more entrants there will be. That way, a business can stand out amongst its competitors and offer its fans a real attraction. Now that’s where EMIRAT comes in, because it insures the financial risk that is created when firms offer huge jackpots and once-in-a-lifetime prizes. That means that companies can hold out prospects of winnings to any amount, without putting pressure on their own budget if a winner emerges.



“We take the risk out of this kind of marketing drive,” explains Ralph Clemens Martin, CEO at EMIRAT, “because we pay out the prizes if there’s a winner. Our client on the other hand only has to pay the premium agreed beforehand, and that’s calculated as a percentage of the value of the prize, and depends as well on the number of contestants and the rules of the game. So for instance, by offering a world trip or a Porsche on the Internet, a company can boost pageviews and fan numbers. And at the same time, when contestants register, new address data and newsletter subscribers can be obtained without having to invest lots of time and money.”

Score points with the right tactics on the Web

“Secret Code” – that’s just one example of a contest out of EMIRAT’s wide range that could be integrated in a fan page. The contest is held over a fixed period, during which contestants can enter an x-figure combination online. If a contestant breaks the winning “Secret Code” that has been randomly generated beforehand, then he or she wins the prize being offered – which is insured by EMIRAT. What’s more, this concept can be applied to any kind of online game that is based on probability.

Number of characters: **3,299**

EMIRAT AG: A Brief Portrait

Founded in Munich in 2004, EMIRAT AG is a German risk management enterprise operating both nationwide and abroad. Its portfolio of services ranges from designing and providing coverage for games of chance, marketing drives and sales promotions, to paying out sports awards. EMIRAT AG assumes the financial risk for this kind of campaign, as well as for other measures such as discounts or money-back guarantees. Cooperation with renowned partners all over the world ensures efficient and reliable coverage. EMIRAT AG provides assistance throughout, from the initial idea to its realisation – it develops creative new ideas for promotions and marketing campaigns, which involve the probability of paying out winnings, and it works closely with clients when it comes to actually implementing them. Its customers comprise reputable companies in all fields of business, including e.g. Coca Cola, TUI, “1. FC Köln” football club, Hypo Vereinsbank, and Ferrero.

More information can be obtained at: www.emirat.de

Further information:

EMIRAT AG
Elisabethplatz 1
D-80796 Munich

Point of contact:

Anika Täumer-Kloninger
Tel.: +49 (0) 89-255 41-31
Fax: +49 (0) 89-255 41-55
E-Mail: a.taeumer@emirat.de
www.emirat.de

PR Agency:

attentio :: pr-agentur GmbH
Bahnhofstraße 18
D-57627 Hachenburg

Point of contact:

Ulrike Peter
Tel.: +49 (0)26 62-94 80 07-0
Fax: +49 (0)26 62-94 80 07-9
E-Mail: u.peter@attentio.cc
www.attentio.cc