Werther's Original

The Old World Recipe®

# Discover Your Softer Side Sweepstakes

APRIL, 4 – MAY, 29 2016

# Results

## ENTRIES:

497,384 total entries with 43,040 confirmed users.

- **Email:** 71,335 registration initiations / 31,534 confirmed users (44.21%)
- **Facebook:** 31,259 registration initiations / 11,462 confirmed users (36.67%)

## YOY GROWTH:

The Fall Program resulted in 485,046 total entries (19% or 92K unique) with an average of 34K entries per week.

## DISCOVERY BADGE:

Nearly 50K total photo hunt plays, with an average of 6,200 plays per week. More than 1,700 people came back each week to play and earned their badge.

## SOFTIE BADGE:

286 badge completions, with video the preferred media to upload to the microsite:

- **Stories:** 5,788
- **Photos:** 2,975
- **Videos:** 326

## BFF BADGE:

3,126 users liked/followed all three social media channels: Facebook, Twitter, Instagram.

## OPT-INS:

24,556 users opted-in for the Werther's email  and 19,215 opted-in for the Disney email.

## COUPON DOWNLOADS:

948 users clicked through to download the coupon.

## RULES:

3,980 users clicked through to read the sweepstakes rules.

MICROSITE

LOGIN

Werther's Original Caramel

# Discover Your Softer Side Sweepstakes

As to Disney Artwork/Properties: ©Disney

**You could win a *magical vacation* to the International Flower and Garden Festival at EPCOT® in 2017.**

Whether it's through sharing your Werther's® Original® Soft Caramels with friends, curling up on the couch to spend time with family or doing random acts of kindness for loved ones or strangers, everyone shows their softer side in different ways. **Discover and share yours.**

ENTER NOW  OFFICIAL RULES

EPCOT® INTERNATIONAL EST. 1994 FLOWER and GARDEN FESTIVAL

## HERE'S HOW IT WORKS

**Are you ready to discover your softer side? Follow these steps:**

1. To enter, sign in with Facebook or submit your email.
2. Come back each day and enter again.
3. Complete Discovery Challenges to earn extra entries and unlock badges.
   a. Be our friend!
   b. Share the ways you show your softer side
   c. Challenge yourself with a photo hunt!

## GRAND PRIZE

**You could win a *magical vacation* to the International Flower and Garden Festival at EPCOT® in 2017 for you and three guests!**

- Accommodations at a Walt Disney World Resort hotel
- Round-trip airfare
- Magic Your Way Tickets with Park Hopper Option
- Beautiful floral bouquet
- A relaxing visit to a serene Disney spa
- Specialty Cruise for IllumiNations from Yacht Club
- Behind the Seeds at the International Flower and Garden Festival at EPCOT®

## WEEKLY PRIZES

**Play our weekly photo hunt weekly for a chance to win one of our indulgent Werther's® Original® prize packs.**

- Delicious assortment of Werther's® Original® products
- Beautiful bouquet of spring flowers
- $25 Disney® gift card

© 2016 Werther's® Original®

LOGIN

# MICROSITE (CONT.)

Werther's Original Caramel

PROFILE

## Welcome, Martin

1 ENTRY
out of XX possible entries

There are still 22 MORE DAYS for you to enter and earn badges!

BFF Softie Discovery

## Let us help you *Discover Your Softer Side.*

**The more challenges you complete, the more entries you can earn toward your chance of winning the Grand Prize. Come back daily to enter again and play our photo hunt below!**

### DISCOVERY BADGE 0 out of 8

Each week for eight weeks, we'll be hiding new things for you to discover for a chance to win a prize pack. Plus, you'll earn 5 extra entries toward the Grand Prize for every weekly discovery you make (which means you could earn up to 40 extra entries if you successfully discover all 8 weekly hidden images)!

**Click the image to reveal your clue, then click on the correct answer in the photo to claim your extra entries! Good luck!**

Discovery

**WEEK 2** Must complete by 3/13

### SOFTIE BADGE 0 out of 3

Softie

**We want to know how you show your softer side** — whether it's through sharing your Werther's® Original® Soft Caramels with friends, curling up on the couch to spend time with family, or doing random acts of kindness for loved ones or strangers.

See how others show their softer side

+5 TELL US
140 characters or less

+10 SHARE A PHOTO

+15 UPLOAD A VIDEO

### BFF BADGE 0 out of 3

**We'd love to be friends!** Follow us on Facebook, Twitter and Instagram to earn extra entries (one entry per social profile). Complete all three to unlock the BFF badge.

Like us on FACEBOOK

Follow us on TWITTER

Follow us on INSTAGRAM

BFF

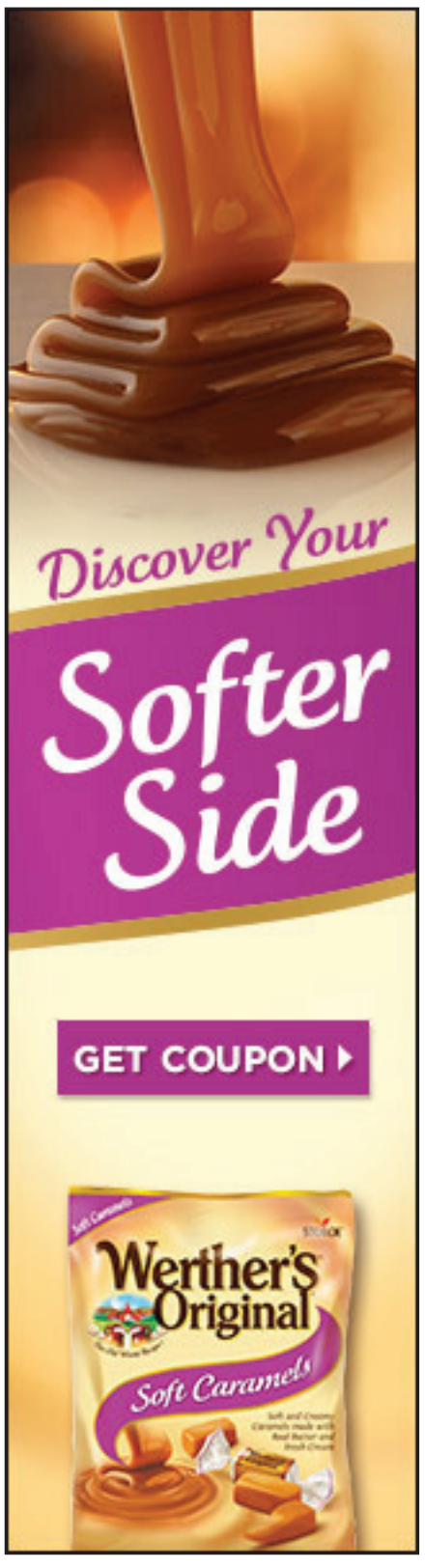
© 2016 Werther's® Original®

PROFILE

Werther's Original Caramel
Discover Your Softer Side Sweepstakes
You could win a magical vacation to the International Flower and Garden Festival at EPCOT® in 2017.
Whether it's through sharing your Werther's® Original® Soft Caramels with friends, curling up on the couch to spend time with family or doing random acts of kindness for loved ones or strangers, everyone shows their softer side in different ways. Discover and share yours.
ENTER NOW
OFFICIAL RULES
LOGIN
PROFILE
1 ENTRY
Discover Your Softer Side.
Discovery
WEEK 2
HINT
BFF
SHARE A PHOTO
UPLOAD A VIDEO
Like us on FACEBOOK
Follow us on TWITTER
Follow us on INSTAGRAM
MacBook
My nursing school classmates and I share Werther's Originals together while on 12-hour hospital rotations to keep us sweet!
SOFTIE BADGE
0 out of 3
TELL US
160 characters or less
Welcome, Martin
There are still 22 MORE DAYS for you to enter and earn badges!
Let us help you Discover Your Softer Side.
The more challenges you complete, the more entries you can earn toward your chance of winning the Grand Prize. Come back daily to enter again and play our photo hunt below!
Discovery

# DISPLAY ADS (SWEEPSTAKES)

# DISPLAY ADS (COUPON)



# EMAILS

## NATIONAL CARAMEL DAY EMAIL

Save $1.00 Now on Werther's® Original® Soft Caramel

Having trouble viewing? View as webpage

ENTER NOW

HAPPY NATIONAL Caramel Day

**Today is National Caramel Day**, and we're celebrating by filling candy bowls nationwide! Share how you care on **Facebook**, **Twitter** and **Instagram**, and we might fill your candy bowl, too!

Be sure to keep the festivities going by entering our Discover Your Softer Side Sweepstakes (details below).

EPCOT INTERNATIONAL FLOWER and GARDEN FESTIVAL

You could win a magical vacation to the **EPCOT® INTERNATIONAL FLOWER & GARDEN FESTIVAL IN 2017!**

Everyone has a softer side. Discover and share yours for a chance to win a magical vacation to EPCOT® in 2017! One lucky winner will enjoy the softer side at the EPCOT® International Flower and Garden Festival. Winners of our weekly photo hunt will receive Werther's® Original® prize packs!

LEARN MORE AND ENTER THE SWEEPSTAKES NOW.

ENTER NOW

Please add **xxxxxx@werthers-original.com** to your address book, contacts or safe list to ensure our emails reach your inbox.
Should you have any questions or comments, you can contact us at info@us.storck.com or visit our contact section.
You're receiving this email because you have opted in using %%emailaddr%% to receive email newsletters from Werthers® Original®. If you no longer wish to receive emails, please unsubscribe here.
For more information, please view our privacy policy.
This email was sent by:
STORCK USA, L.P. | 325 N. LaSalle, Suite 400 | Chicago, IL 60654 | 312-467-5700 | info@us.storck.com

## TASTE OF HOME EMAIL

You could win a *magical vacation* to the **EPCOT® INTERNATIONAL FLOWER AND GARDEN FESTIVAL IN 2017 FROM WERTHER'S® ORIGINAL®!**

Everyone has a softer side. Discover and share yours for a chance to win a magical vacation to EPCOT® in 2017 from Werther's® Original®! One lucky winner will discover their softer side at the EPCOT® International Flower and Garden Festival. Winners of our weekly photo hunt will receive Werther's® Original® prize packs!

LEARN MORE AND ENTER THE SWEEPSTAKES NOW.

ENTER NOW

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE ODDS OF WINNING. VOID WHERE PROHIBITED. Subject to Official Rules. Open only to legal residents of 50 U.S. (and DC) of majority age. Starts 3/28/16 at 12:00 a.m. ET. Ends 5/22/16 at 11:59 p.m. ET. To enter and for Official Rules, including prize descriptions and odds disclosure, visit www.WerthersCaramel.com. Void where prohibited. Administered by Oxford Communications, 11 Music Mountain Blvd., Lambertville, NJ 08530. Sponsor: Storck USA, L.P., 325 N. LaSalle, Suite 400, Chicago, IL 60654.

Visit WerthersCaramel.com for entry and full rules.

*Plan your next Magical Family Getaway!*

Order your FREE Disney Parks Vacation Planning DVD at **DisneyVacations.com/Traveler**

**MANUFACTURER'S COUPON | DO NOT DOUBLE | EXPIRES 6/30/16**

# SAVE $1.00

on any 2 bags of Werther's® Original® Caramels

0072799-010841

Consumer: Good on any Werther's® Original® variety. Coupon cannot be used in combination with any other coupon. Valid only in USA, APOs and FPOs. Void if sold, transferred, reproduced, prohibited, taxed, or restricted. You pay any sales tax. LIMIT ONE COUPON PER PERSON. Retailer: Storck USA, L.P. will reimburse you the face value of this coupon plus 8¢ for handling if submitted in accordance with our Coupon Redemption Policy, available at www.nchmarketing.com. Mail coupons to: STORCK USA, L.P., P.O. BOX 880772, El Paso, TX 88588-0772. Cash value 1/20 of one cent. © 2016 Storck USA, L.P.

# SOCIAL TOP CONTENT

**Werther's Original US** ✓
Published by Oxford Communications [?] · April 4 ·

Want the chance to win a magical vacation to the EPCOT® International Flower and Garden Festival in 2017? Head to WerthersCaramel.com to grab your first entry and learn about all the great ways we'll help you discover your softer side this spring! #DiscoverWerthers

11% ENGAGEMENT

**Werther's Original US** ✓
Published by Sprout Social [?] · May 2 ·

Happy Monday! A new Discovery Challenge clue is waiting for you at WerthersCaramel.com! Can you find this week's hidden item? You could win one of our weekly prize packs and be one step closer to a grand prize vacation to EPCOT®.

10% ENGAGEMENT

**Werther's Original US** ✓ with Bonnie Krueger.
Published by Oxford Communications [?] · May 18 ·

Enter the Discover Your Softer Side Sweepstakes at WerthersCaramel.com and receive a coupon to save on your next Werther's treat!

7% ENGAGEMENT

**Werther's Original US** ✓
Published by Sprout Social [?] · April 18 ·

Visit WerthersCaramel.com to test your skills in the Discover Your Softer Side Photo Hunt, and you could win one of these deliciously fresh weekly prize packs, or, even better, a grand prize trip to Walt Disney World!

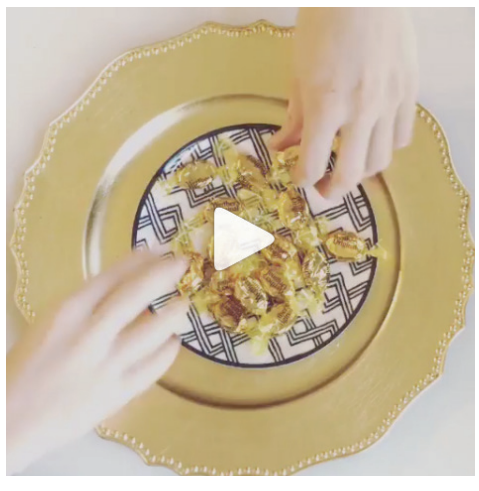
7% ENGAGEMENT

**werthersoriginalus** Test your skills in the Discover Your Softer Side Photo Hunt and you could win one of these deliciously fresh weekly prize packs! Tap the link in our bio for full prize details and more ways to #DiscoverWerthers!

49 ENGAGEMENTS

**werthersoriginalus** Discover you softer side this spring with our sweepstakes! Tap the link in our bio to enter for a chance to win a magical vacation to the EPCOT® International Flower and Garden Festival in 2017.

43 ENGAGEMENTS



**werthersoriginalus** This spring, we're helping you discover your softer side and giving away some sweet prizes, too! Tap the link in our bio to get started.

106 VIEWS

**werthersoriginalus** Want to see how other caramel lovers show their softer sides? Tap the link in our bio to enter our sweepstakes and start earning badges!

35 ENGAGEMENTS

**Werther's Original** @werthers_orig · May 28
Tomorrow is the last chance to earn entries! Go to WerthersCaramel.com for the chance to win a magical vacation!

18 ENGAGEMENTS

**Werther's Original** @werthers_orig · May 18
Enter the Discover Your Softer Side Sweepstakes at WerthersCaramel.com and receive a coupon! #Werthers #Coupon

14 ENGAGEMENTS

**Werther's Original** @werthers_orig · Apr 7
Join fellow caramel lovers & enter our Discover Your Softer Side Sweepstakes! Get started now at WerthersCaramel.com! #DiscoverWerthers

11 ENGAGEMENTS

**Werther's Original** @werthers_orig · May 23
Find the last hidden item now at WerthersCaramel.com and finally earn your Discovery Badge! #DiscoverWerthers

8 ENGAGEMENTS