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When brands or products offer the opportunity for a prize, they get takers! The lure of a prize seems to have engaged 32% of global online users in the last month. Is it the attraction of a creative challenge – like a song or video about the brand or product – or is it the enticement of the “it could be me” factor? Whichever it is, online contests and sweepstakes seem to have pulling power for online users. Marketers, what have you offered customers and prospects lately? It may pay for you to offer contests or sweepstakes.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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