



RAFFLECOPTER  
*CASE STUDY*

**'ONEPLUS ONE INVITES'  
SWEEPSTAKES**





## THE COMPANY

OnePlus is a technology startup committed to bringing the best possible technology to users around the world. The company recently launched their flagship device, the OnePlus One Android phone, selling over 1 million devices in 2014 alone.

## THE GOALS

In 2014, One Plus sought to leverage Rafflecopter to play a foundational role in the launch of their flagship smartphone, the OnePlus One. Due to limited inventory compared to the demand of the phone, OnePlus sought to run a series of giveaways through Rafflecopter in which the prize consisted of an invitation to buy the OnePlus One. Aside from maintaining a manageable sales volume of the highly anticipated device, OnePlus sought to organically grow brand awareness, their social media engagement, and foster loyal brand advocates on their community forums.

Having a marketing team of only 4 people, OnePlus sought a solution that would help them quickly, effectively and easily launch the inaugural and flagship device of their company. Rafflecopter allowed their team to spend significantly less time worrying about the mechanics of the promotion and allot more of their efforts into effectively marketing the device that would eventually take the technology world by storm selling over one million devices in the first 8 month of launching.

## THE PROMOTION

Leveraging Rafflecopter to help facilitate the launch of the OnePlus one was an enormous success. OnePlus saw significant growth in all of their social channels as well as significant engagement on their website forums. The awareness that Rafflecopter helped generate perpetuated the media attention around the company fueling articles to be written by Forbes, Business Insider, Gizmodo, and CNN.

Due to the amazing success of their Rafflecopter giveaway, similar promotions have become of a staple of OnePlus' marketing strategy. Not only have promotions helped build engagement and brand awareness, but they help keep current followers and fans actively engaged in the news and releases of the company.

**3 'LAUNCH GIVEAWAYS'**

**DURATION: 12 DAYS**

**PRIZE: AN INVITATION TO BUY THE ONEPLUS ONE**



## THE EXECUTION

In the spring of 2014, OnePlus ran three consecutive giveaways lasting only a few days each. These giveaways were titled, 'Rain of Invites', 'Storm of Invites', and 'Blizzard of Invites'. Each giveaway was hosted on a landing page on [oneplus.net](http://oneplus.net). The prize of the giveaways allowed a certain amount of winners to obtain an invitation to buy the OnePlus. The amount of invites given out in each giveaway ranged from 150 for the first giveaway up to 5,000 for the last giveaway.

The three giveaways that ran one after another for twelve consecutive days accumulated over one million entries, fueling OnePlus's social networks to gain over 40,000 new Facebook fans and Twitter followers in addition to growing their already large mailing list by over 20%. The 'Blizzard of Invites' promotion alone generated over 400,000 views of their website and over 31,000 comments on the OnePlus community forums.

## THE RESULTS

**20% Mailing List Growth**

**400,000+ Unique Website Visits**

**1,000,000+ Phones Sold**

**31,000 Forum Comments**



"Rafflecopter is one of the best tools I've ever used for online giveaways. It lets you engage with potential customers in a more interactive way and definitely helped us strengthen our community online."

**David Sanmartin, Digital Marketing Manager**



## WHY PEOPLE LOVE RAFFLECOPTER



*"It's so ridiculously easy to use!"*



*"It's a great way to give back to our fans"*



*"It helps grow our network"*

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