

Running a CPG Brand Sweepstakes or Contest? Tips to Help You Get Started

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Running a CPG brand sweepstakes or contest can boost sales and increase brand loyalty. Sweepstakes and contests are highly effective for CPG brands because they already have many inherent competitive advantages.

To help you get started, here is how CPG brands can leverage existing brand equity to run sweepstakes and contests that improve engagement, sales, and customer experiences.

IN THIS ARTICLE:

- Consumer Packaged Goods companies can leverage built-in advantages when running sweepstakes and contests.
- Can CPG companies require a purchase to enter a sweepstakes?
- How should CPG companies use sweepstakes and contests participant data?

via [GIPHY](#)

CPG Brand Competitive Advantages Boost Sweepstakes and Contest Marketing ROI

To sustain their growth and differentiate their products, CPG brands must leverage existing competitive advantages in sweepstakes and contests. Namely, the following:

First, a consumer packaged goods (CPG) company can advertise a sweepstakes or social media contest on packaging.

Product label sweepstakes codes and receipt validation [proof](#) of purchase are two methods CPG brands use to boost the number of sweepstakes participants.

Second, established CPG brands enjoy brand loyalty because they are products that customers buy again and again. As a result, weekly or [monthly sweepstakes](#) giveaway promotions can be highly effective for CPG companies.

Third, a CPG company can leverage the brand authority of its parent company. When consumers already trust parent company's products, they will likely buy from the CPG brand as well.

The CPG company should highlight this brand trust factor in their sweepstakes marketing.



