

Contest Brainstorm!!!

Geared towards the demographic but including all.

Upload a selfie with your mask on at Mendocino County businesses. At the end of the month the one with the most uploads wins \$100 gift card to (one of ) or (choice of) Sephora, Ulta, Nike, Apple, Verizon, Victoria Secret, Starbucks, Adidas, Gucci, and Tom's. (I researched the targeted demographic, these brands are their preferred)

Or

They're experience seekers... Maybe we send them on a "treasure hunt" take selfies in masks at these five businesses. The list would change every day. At the end of the month... Major brand gift cert...

They should probably tag x number of people too, just to build a audience base.

The contest would have it's own FB page/group linked to Instagram, and would be updated daily in English and Spanish (for the purpose of building competition).

I saw there is a meeting on 7/21 regarding this demographic. I work until 5pm but will assist in any way I can..