

## Supporting Images and Data:

### GA4 Report:

Landing page	Views	Engagement rate	Event count
/enter-draw	368,656	66.45%	1,520,553
/	142,870	50.9%	546,400
/house	14,165	47.67%	43,975
/checkout-internal	8,700	44.99%	43,195
/weekly-draws	6,877	56.91%	21,563
(not set)	4,709	2.18%	14,403
/faqs	3,603	47.39%	11,329
/thank-you	3,068	30.34%	7,805
/maree-oranmore-fc	2,632	62.32%	8,473
/location	2,505	51.87%	8,262

### Brand & Messaging Concept(s): Persuasive Creatives



## Win A Home In Oranmore

Sponsored

Better Odds Than The Lottery... 🎰

Time is Running Out! ⌚ Your new Galway Home this Summer for just €100 🏠

**Draw Ends 21st June** 🏠 A2 Rated, 3 Bedroom, DREAM Home in the most expensive post code in County Galway: <https://winahomeinoranmore.ie/enter-draw/> ...



[HTTPS://WINAHOMEINORANMORE.IE/ENTER-DRAW/](https://winahomeinoranmore.ie/enter-draw/)  
Better Odds Than The Lottery 🎰 🏠

Shop Now

## Win A Home In Oranmore

Sponsored

Time is running out ⌚ Enter by June 21st 🏠...

This Summer, you could be the owner of a brand new home in Galway's most expensive post code, all for just €100.

🏠 Open The Door To Number 44:...



WINAHOMEINORANM  
Final Week! Win a  
Home 🏠 🎰

Get Offer



WINAHOMEINORANM  
Two Platinum  
Tickets, and Be...  
2nd Prize Coldplay  
Concert Experience

Ge

2nd Prize Coldplay C

## Win A Home In Oranmore

Sponsored

Sneak A Peak Inside #44 with these never-seen-before House Plans!

🏠 Draw Ends 21st June 🏠

Time is Running Out! ⌚ Your new Galway Home this Summer for just €100 🎰...



HTTPS://WINAHOMEI  
#44 Floor Plans  
This Dream  
Home for only...

Shop Now

This Dream Home for only...



HTTPS://WINAHOMEI  
Sneak A Peak  
Inside #44

Shop

Inside #44

**Creative organic campaign to encourage shareability: We named this frog “Oran” using him as a mascot for the fundraiser after gaining such positive traction.**

Instagram

Log In Sign Up



winahomeinoranmore • Follow

winahomeinoranmore WIN 1 FREE Ticket to #WinAHomeInOranmore.

Like, share and comment the correct number of frogs hiding around the house. 🐸

Winner chosen at random. T&Cs apply. #WinAHome #Giveaway

19w

+

mairlally 24 🐸  
13w Reply

aaronbyrne403 24  
13w Reply

3,997 likes  
February 27

Log in to like or comment.



winahomeinoranmore • Follow

winahomeinoranmore WIN 1 FREE Ticket to #WinAHomeInOranmore, courtesy of the return of our number 1 guy! 🐸

Like, share and comment the correct number of frogs hiding around the house. 🏠

Winner chosen at random 72 hours from NOW. T&Cs apply.

#WinAHome #Giveaway #Enter #FREE #Winner #Competition #Giveaway

3w

+

mary\_caffery\_21  
2 21

192 likes  
June 12

Log in to like or comment.



winahomeinoranmore • Follow

winahomeinoranmore COMPETITION Time... To Win 1 FREE Ticket

To celebrate Bike Week in Galway, finish the sentence to unlock a chance to win a free ticket to #WinAHomeInOranmore

To Enter:  
 🟢 Fill in the blank  
 🟢 Share to your story (make sure to tag us!)  
 🟢 Pop us a like

Winner Announced 19/05/24 - T&Cs Apply.  
**Buy a Ticket for ONLY €100** (Click #LinkInBio)

@a\_just\_for\_life @mareeoranmore\_fc @i\_bike\_oranmore @galwayactive #Galway #Competition



96 likes  
 May 12

Log in to like or comment.



winahomeinoranmore and mcgaughsgardeningcomplex

winahomeinoranmore WIN this Weber BBQ + 10 Free Tickets to #WinAHomeInOranmore

Entry is FREE! Simply:  
 🟢 Like this post  
 🟢 Share to your story  
 🟢 Leave us a comment  
 🟢 Follow  
 @mcgaughsgardeningcomplex  
 🟢 Follow Win A Home In Oranmore

Prize Bundle Value: €2,000  
 - 10 FREE House-Draw Tickets  
 - Weber Spirit II E-310 Gas BBQ  
 - Weber Three-Sided Grill Brush  
 - Weber Poultry Roaster  
 - Weber Grilling Basket  
 - Weber Tool Set  
 - Weber Apron



322 likes  
 May 1

Log in to like or comment.

## International targeting through Irish Central and Ireland Before You Die

<https://www.irishcentral.com/dream-homes/win-a-home-in-oranmore-galway>

<https://www.irelandbeforeyoudie.com/win-a-dream-home-along-the-wild-atlantic-way/>

**IrishCentral.**

NEWSLETTERS



DEATH NOTICES

IRISH HERITAGE TREE

SHOP

NEWS

ROOTS

CULTURE

TRAVEL



### Fulfill your Irish dream: Win a home on the shore of Galway Bay, along the Wild Atlantic Way

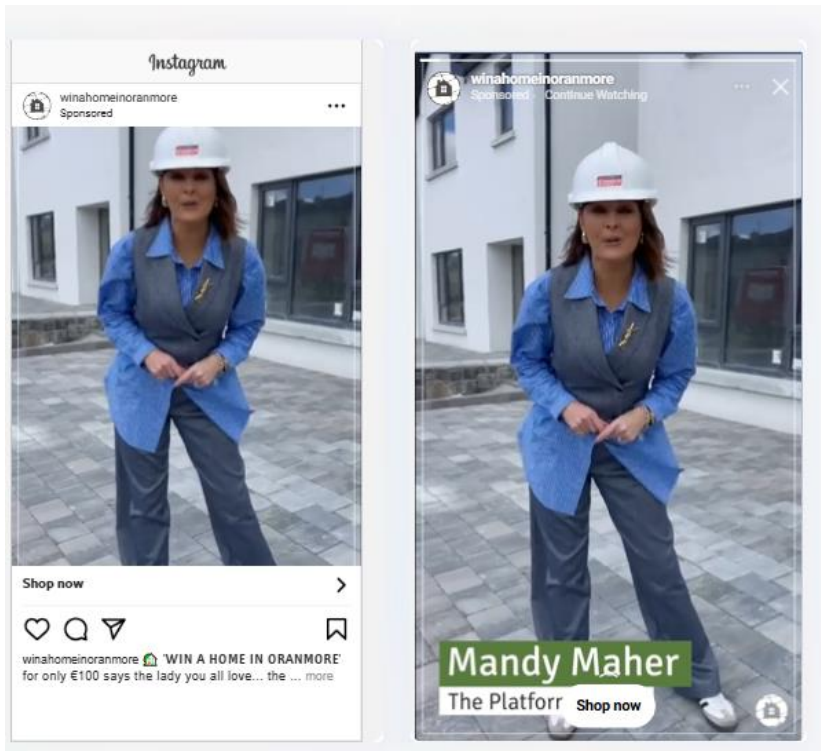
Take part in the Win a Home in Oranmore fundraiser and you could be watching the moon rise over Claddagh and see the sunset on Galway Bay from your brand-new house.



#### MOST READ

- 1 Discover Ireland's culture & tradition at these unique Irish
- 2 Silly Irish jokes that are sure to make you laugh!
- 3 What happened to the Irish girl in this 1927 National
- 4 Taylor Swift pays emotional tribute to 'hero' at final Irish
- 5 The famous Dublin bar Taylor Swift brought her
- 6 Baileys Irish Cream and Irish whiskey cocktail recipe
- 7 IrishCentral Book Club's ultimate Irish reading list
- 8 Irish facts about Independence Day you may not know
- 9 Ireland's Virtual Record Treasury releases 25,000

## Influencer Storytelling: Video Elements



## Newspaper partnerships

The image shows a newspaper page with a large advertisement on the right. The newspaper content includes a headline 'Lár Sráide' and a sub-headline 'Cartlann ar line anois'. The advertisement is for 'Win a Home in Oranmore' and features a 'Black Friday Ticket Sale' with a price reduction from €100 to €80. The ad also includes a QR code and the text 'Offer Available for 24 Hours Only! This offer is LIVE from Friday 00:01am - 23:59pm ONLY!'. The logo for 'LUST LIFE' is visible in the bottom right corner of the ad.

December 21, 2023

**Lár Sráide**  
 is Cathair na Ceallaigh

**Cartlann ar líne anois**  
 T...

**THROUGH THE GLASS DARKLY**  
**"The land of lost content"**

**MUTT OF THE WEEK**  
 Daily

**Litir chuig Santair**  
 T...

**Win a Home in Oranmore**  
 New Year, New Home. **New Life.**

**Black Friday Ticket Sale**  
~~€100~~ **€80**

**Offer Available for 24 Hours Only!**  
 This offer is LIVE from Friday 00:01am - 23:59pm ONLY!

Scan the QR Code to avail of your 20% OFF. Don't miss out. Buy Now!

**LUST FOR LIFE**

December 21 2023

**Win a Home in Oranmore**  
**The Grand Prize!**

**To be in with a chance to win a €10k Solar Panel Fit-out...**

**Buy your ticket today!**

**futureproof energy**

This amazing prize is sponsored by Futureproof Energy, a renewable energy company based in the town of Lahinch, county Clare, on Ireland's West coast. They specialise in the design, supply & installation of solar panel systems to domestic, commercial & agricultural customers. They also supply & install electric car chargers.

**Official County Partner**  
**A LUST FOR LIFE**

New Year, New Home, New Life.  
[winahomeinoranmore.ie](http://winahomeinoranmore.ie)



📍 Pictured at the announcement are (L-R): Niall McBride, Club Treasurer, Maree Oranmore Football Club; Olivia Breene, Head of Fundraising, Win A Home; and Niall 'Bressie' Breslin, Co-founder, A Lust for Life.

## CONNACHT TRIBUNE



Maree Oranmore FC U18 player Eilishara Corry with Niall Breslin, co-founder of A Lust for Life, promoting Maree Oranmore FC's Win a Home in Oranmore.

### Massive demand from Dubliners in tickets to win a new home in Galway

THEir reaction to the announcement that tickets to give the winner a chance of landing a new home in Galway because almost half of the numbers sold so far have been bought by Dublin residents.

That doesn't mean they have any bigger chance than the rest of the country, and the biggest source of the Win a Home in Oranmore fund-raiser will be the Maree Oranmore FC, which is aiming to raise €1.5 million in funding to support the growth and expansion of the club.

wards the cause.

But one lucky ticket holder will also come out well on top - when they are handed the keys to a new BEE A Dream, three bedroom, semi-detached home in Oranmore.

Of the thousands of tickets snapped up so far, 40% have gone to County Dublin residents, indicating a strong desire among Dubliners to relocate to Galway, supported by the proliferation of flexible working patterns and a greater focus on work-life balance.

Established in 1989, Maree Oranmore

is housing both physical and emotional well-being within the community.

"This fundraiser is more than just a chance to win a prize - it's about making our community, through the power of sports," said Olivia Breene, head of fundraising, Win A Home.

"We want every child to feel welcome in our teams, and the members speak volumes, we currently have 100 boys' 120 girls and an astonishing 52 girls in our U18-19 academy!"

where our community shines," she added.

Tickets are available for purchase at [winahomeinoranmore.ie](http://winahomeinoranmore.ie) for €100. The draw will take place on June 21.

Prize... family pad

### Charity's 3-bed in raffle bid

By BARRY MORAN

ORGANISERS are set to raffle off a new three-bedroom semi-detached home in Oranmore, Galway to raise funds for a local football club.

The Win A Home In Oranmore fundraiser, set up for Maree Oranmore Football Club, is aiming to raise €1.5 million to help support the side.

The fundraiser will also support A Lust for Life, an award-winning Irish mental health charity.

With €5 from every ticket sold going to the cause, the event back the mission co-founded by mental health advocate Niall 'Bressie' Breslin.

The ex-Voice Of Ireland judge said: "Looking after our minds from an early age is so important for our overall well-being."

Tickets are now on sale at [winahomeinoranmore.ie](http://winahomeinoranmore.ie) for €100. The draw will take place on June 21.



# Email marketing accounted for 9% of total sales, accumulating €142,276

20% of this email revenue was generated in the final 5 days of the campaign – where we sent daily and hourly countdown reminders

**Performance** Compare message performance

Monitor performance [🔗](#)  
compared to previous 186 days

<b>Revenue</b> <b>€142,276</b> <small>100% €142,276</small>	<b>Average order revenue</b> <b>€99</b> <small>699</small>	<b>Orders</b> <b>1,441</b> <small>100% 1,441</small>	<b>Click rate</b> <b>4.7%</b> <small>4.7%</small>
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**Win a Home in Oranmore**  
New Year. New Home. **New Life.**

**4 HOURS Left To Enter**

One ticket to all 10 tickets to WIN!

**WIN HERE!**

Draw Closes 17:30 PM

Get the winning ticket. Keep your mobile handy & get ready for tonight's phone call! We could be ringing you to arrange the handing over of the house keys to the brand-new **2-Bedroom House in Oranmore.**

You may be asked to keep the keys and hand over **€280,000** cash instead so you can:  
 - Get Your Own Keys!  
 - Buy A Holiday Via Airbnb!  
 - Play On Your Green (Golfing)?  
 - Put Off Your Mortgage!  
 - Buy A New Car!

What about prizes... **Cash or Keys?**

**A House Worth €360,000 Or Cash Alternative €280,000**

You are supporting: **A LUST FOR LIFE**

**€1.00 Ticket Win A Home**

**Less Than 2 Weeks To Go Until The Draw!**

Hi there!

Can you believe it? There are just 14 days to go until our draw takes place! On Friday, June 21st one lucky ticket holder will win an AA-rated, 3 bedroom semi-detached home in the stunning village of Oranmore worth €360,000! Or maybe they'll take the cash alternative of €280,000!

Thank you so much for your support so far, and if you'd like even more chances of winning this incredible prize, then there's still time to enter. **Buy your ticket today!**

**Buy a Ticket**

**Runner Up Prizes**

And that's not all, there are other fantastic prizes up for grabs on the night!

- 2nd Prize: Coldplay Concert Experience**  
Two Platinum Tickets, and Bed & Breakfast at the Conrad Hotel
- 3rd Prize: Rugby Match Day Bundle**  
Two Home Game Connacht Rugby Tickets + B&B at The Connacht Hotel + Signed Connacht Jersey
- 4th Prize: 5 Star Overnight Escape**

**Win a Home in Oranmore**  
New Year. New Home. **New Life.**

**Bressie Visits Oranmore** 27th May, 2024

**€5 from every ticket sold towards bettering kids' mental health**

On 27th May, we welcomed Moll Bressie (Co-Founder), Bernie Keogh (Managing Director) and Dr. Malie Coyne (Clinical Psychologist) from A Lust For Life charity to the community of Maree & Oranmore.

Students of all ages enjoyed the chance to hear more about A Lust For Life's Schools & Well-being Programme, and how it equips children to navigate the ups and downs of life by building Emotional Resilience, Emotional Literacy and Emotional Awareness during their most important school years.

**Where Your Money Goes?**

**Maree Oranmore FC**

- Development of a new 6 aside pitch
- Development of 5 under cages
- Devise new changing room facilities
- New stand for home and away supporters
- Support development of coaches & players
- Assist club's vision to see every child of any ability play soccer

**A Lust For Life**

- Invest in children's (student) mental health
- Launch the Schools Programme nationwide
- Fund programme implementation resources
- Support the activities of charity volunteers
- Assist A Lust For Life to actualise their vision to help and reach every primary school pupil!

**Support both causes when you buy your €100 ticket: [www.ahustforlifeoranmore.ie](http://www.ahustforlifeoranmore.ie)**

**Buy a Ticket**

## The many searches that resulted in clicks to the website:

Top queries	Clicks		
win a home oranmore	1410	win a house 2024 ireland	16
win a house oranmore	950	win a house in galway results	14
win a home in oranmore	759	win a house for free	13
win a house in oranmore	602	win a home in galway	13
win a house	367	maree oranmore fc	12
winahome oranmore	364	tobar óráin	12
win a house ireland	245	house raffle ireland	12
win a house galway	208	tobair orainn	10
win a house ireland 2024	202	win house	10
win a house in ireland 2024	198	win a house in galway 2023	10
oranmore house draw	159	win house galway	10
win a home	157	win a house in ireland 2023	10
oranmore win a house	132	win a house in oranmore galway	10
win a home galway	96	wina house	9
oranmore house raffle	95	tobar orain oranmore	8
tobar orain	76	win a	7
win a house 2024	76	galway house raffle	7
win a house in galway	69	win a home 2024	7
win a house in ireland	53	win a home in ireland	7
winahomeinoranmore	53	oranmore	6
win a home ireland	50	win a house galway 2023	6
winahouse in oranmore	48	house competitions ireland	6
win house oranmore	47	win a house competitions	6
win house ireland	29	win a home competition	5
house raffle ireland 2024	29	win a house competition	5
44 tobar orain	26	house raffle galway	5
winahomeoranmore	26	gaa house raffle	5
winahouse	23	win a house competition 2024	5
winahome	21	house raffle 2024	5
win a house competition ireland	19	winahouse oranmore	5
house raffle oranmore	18	win ahouse	4

192,500 unique users visited the website, resulting in over a quarter of a million sessions. 5% of these sessions resulted in a ticket sale.

