

Lead Generation Landing Page

COMPETITIONS GIVEAWAYS



1 Title
Copy: 75 characters maximum

2 Image
Dimensions: 750 x 433 pixels (width x height)
File type: Static GIF or JPG - 1 MB max

3 Text
Between 200 - 600 characters (maximum)
Your copy should clearly communicate the benefits of entering your competition, state the date on which the competition/giveaway ends and include a link to the competition/giveaway terms and conditions (we require you to host these on your website)

4 Lead Form Type
Please note: leads will be collected on the basis of consent by default

5 Supplier info Centre
Make sure your Company profile is up to date

Submission deadline
A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

The image shows a screenshot of a competition entry form with five numbered callouts:

- 1** Points to the "Competition" title field, which has a character limit of 75.
- 2** Points to a large orange placeholder box for an image, with dimensions of 750 x 433 px.
- 3** Points to the main text area, which contains several lines of placeholder text.
- 4** Points to the lead form section, which includes fields for First Name, Last Name, Email, Phone, Department, Business Activity, Company, Employees, Country, and County. It also features consent checkboxes for contact via email and phone.
- 5** Points to the "SUPPLIER INFO CENTRE" section, which includes a link to visit the information centre.

Additional form elements include a "FILL FORM TO DOWNLOAD NOW" button, a date field showing "03 MAY 2012 Thursday", social media icons for Facebook, Twitter, LinkedIn, and Email, and a "MORE PRODUCT CATEGORIES" section with options like Food safety, Food labelling, Sweeteners, Health and nutritional ingredients, and Flavours and colours.