

Lead Generation Landing Page

**COMPETITIONS**

**GIVEAWAYS**

**The Grocer** **Convenience store** **British BAKER** **FORECOURT** **trader**



WilliamReed.

**1 Title**  
Copy: 75 characters maximum

**2 Image**  
Dimensions: 780 x 520 pixels (width x height)  
File type: Static GIF or JPG - 1 MB max

**Text**  
Between 200 - 600 characters (maximum)  
**3** 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

**Submission deadline**  
A minimum of 5 business days before the start of the campaign  
Please send the finalised material to [adops@wrbm.com](mailto:adops@wrbm.com)

The screenshot shows a web form for a competition. At the top, it says "Competition" and "Title: 75 characters maximum including spaces". Below this is a social media sharing bar with icons for Facebook, Twitter, LinkedIn, and WhatsApp. A large orange box contains the text "Image: 780 x 520 px". Below the image box are several lines of placeholder text. At the bottom, there is a "Company Name" section with a heading "Complete the following in order to download now!". The form fields are numbered 1 through 7: 1. First name, 2. Last name, 3. Business sector (with a dropdown menu and "Other (please specify):" text), 4. Job title, 5. Company name, 6. Email address, and 7. A consent question: "You Gov would like to contact you about this feature by email:" with two radio button options: "I agree to be contacted by email" and "I do not agree to be contacted by email". A "Download" button is at the bottom right.