

Lead Generation Landing Page

**COMPETITIONS**

**GIVEAWAYS**

Retail & Manufacturing



**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. It includes a title field, a large image placeholder, a text area, and a lead form with various input fields and a 'Download' button. Numbered callouts 1-4 point to the title, image, text, and lead form respectively.

**1** Competition  
**Title: 75 characters maximum including spaces**  
This content is provided by You Gov | 10 March 2020

**2** Image:  
780 x 520 px

**3**

**4** Company Name  
Complete the following in order to download now!

- 1. First name
- 2. Last name
- 3. Business sector
- Other (please specify)
- 4. Job title
- 5. Company name
- 6. Email address
- 7. You Gov would like to contact you about this feature by email:
  - I agree to be contacted by email
  - I do not agree to be contacted by email

Download