

Lastminute.com UGC competition – Summer 2009

22/06/09

London creative agency [Karmarama](#) has chosen moderation and community management company [eModeration](#) to assist with an exciting new UGC competition for their client [lastminute.com](#), launching on June 29th.

Set to run over the peak holiday summer months, the competition invites entrants to upload photos and videos of their summer along with a brief text description, at [www.lastminute.com/giveaway](#). The only rule is that every entry must show the 'thumbs up' gesture now synonymous with lastminute.com's 'good stuff' campaign. Visitors to the UGC site will then be able to place a maximum three votes each week for their favourite entries.

The tiered competition offers a different prize for the content with the most votes each week, and culminates in a grand prize draw. A twist to the competition provides an interesting viral mechanic; not only the weekly winners, but also **all those who voted for them** will be entered into the draw to snap up the top prize of a trip to Barbados with 9 friends. So a very good reason indeed to pay a visit to [lastminute.com/giveaway](#) and get involved!

Karmarama is anticipating a significant upturn in traffic to the lastminute.com site during the competition, and eModeration will be kept busy pre-moderating and meta-tagging all content uploaded to the site.

"We're really excited at Karmarama to be launching this good stuff giveaway for lastminute.com. Offering up the chance for real brand interaction, and making their customers the heroes of the communication is something lastminute.com is embracing as a logical progression of their brand positioning. It means something really playful for consumers, and extends the brand ethos of 'fun mongering'.

With their experience and hordes of industry fans, eModeration was the obvious choice to help out with the important role of moderating all content we receive through the competition - to make sure the focus is good clean cheeky fun!"

Trak Ellis, Senior Digital Producer, Karmarama

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About eModeration

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online

Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of emint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

Further press information:

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