



Nickelodeon increased engagement and donations for their HALO Awards.

What goes together better than awards shows and charity? Nickelodeon and BigDoor, of course! Nickelodeon is the ultimate destination for kids shows, games, and activity. The company offers television programming and production in the United States and worldwide, along with consumer products, online activities, books, and feature films. Nickelodeon’s U.S. television network is seen in more than 100 million households, and has been a top-rated basic cable network for the past 16 consecutive years. Nickelodeon also sponsors the HALO Awards, an annual awards ceremony for teens who are Helping And Leading Others (HALO).

The BigDoor HALO effect

The HALO Awards were gearing up for a successful event, but Nickelodeon still needed to implement a marketing campaign to drive teens to engage with HALO content on TeenNick.com. They partnered with BigDoor and used our Loyalty Program to develop a campaign to encourage and reward specific on-site user actions that would increase engagement leading up to the awards show, with the reward of a charitable donation when users completed the valued actions.

BigDoor’s full planning, development, and testing process took four weeks, and their on-brand program called the HALO Effect launched on TeenNick.com a couple of weeks before the awards show premiered. When users visited the site, they were greeted with the option to complete incentivized quests to learn more about the HALO Awards. As they progressed through the quests, users earned points and eventually won a \$5 charitable gift card that could be used to make a donation to a public school of their choice on DonorsChoose.org.

Increased engagement, donations, and beyond

After running for three weeks, the HALO campaign concluded with winning results. All 3,000 DonorsChoose.org gift cards available for redemption had been redeemed by users, and Nickelodeon donated the \$15,000 to the DonorsChoose.org charity way ahead of schedule. 2,500 of the cards were redeemed by users within the first 11 days of the game running, which beat the benchmark goals set by BigDoor and Nickelodeon.

Nickelodeon’s online community was abuzz going into the night of the HALO Awards, and the charitable donation to DonorsChoose.org went off without a hitch—in a much shorter amount of time than planned!

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EARNINGS

| | |
|---|-------------------------|
| You've earned | Total earnings: |
| \$15 to donate to a classroom in need! | 1700 HALO Points |

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