RISE AWARDS
PRESENTED BY AXON

CASE STUDY //

RISE AWARDS RECOGNIZE OFFICERS, AGENCIES AND COMMUNITY USING LAUNCHPAD6

Axon were looking to elevate their Rise Awards and provide a more scalable and engaging experience for the community.

THE CHALLENGE

The Axon RISE Awards were developed to help highlight those untold stories of the everyday heroes among us.

From the individual officers who put their lives on the line each day, to public safety agencies who work tirelessly to protect and enhance their communities, to community organizations who work hand in hand with public safety leaders to build a better future.

As part of the community spirit of the Rise Awards Axon were looking to get the general community more engaged in nominating and helping select the winners for the Rise Awards.

"We wanted to open up the nominations and selection process to the general public to create more buzz and elevate the significance of the awards" says Clint McFarlin - Principal Marketing UX Lead at Axon.

Axon previously selected winners manually using internal stakeholders and realised that to open this up to the general public required a solution that could seamlessly manage nominations and people's choice selections.

THE RISE AWARDS LAUNCHES ONLINE!

Axon had decided to revamp the existing awards to take them online and get direct nominations from the general public and also get the broader community involved with selecting the most deserving

CHALLENGE

Recognize the efforts of Officers, Agencies and Community Organizations

Elevate the prestige and awareness of the awards and the Axon brand

Source "feel good" content that focuses on positive and uplifting experiences

SOLUTION

Provided a polished online award experience that aligned with the Rise Awards and Axon brand

Gave entrants an intuitive and seamless nomination experience

Provided a secure voting solution that enabled general public engagement.

SERVICES OFFERED

ContestPad Advanced Package

White labelled awards site for dedicated Rise Awards

Style and configuration consulting services

RESULTS

✓ Over 120 nomination

✓ Over 15,000 people's choice votes

✓ Over 250,000 website visits

winners. The specific goals for the online competition was to:

- Receive nominations to recognize the efforts of exceptional individuals, agencies and community organizations

- Elevate the prestige and awareness of the Awards and the Axon brand to the broader community

- Source "feel good" content that focuses on positive and uplifting experiences

Creating and managing this the awards online meant finding a platform partner that would:

- Be easy and fast to set up

- Create a beautiful and polished experience that aligned with the Rise Awards and the Axon brand

- Give entrants an intuitive and seamless way of submitting nominations to the awards.

- Seamlessly engage the general public to help select the most heroic nominees through public voting.

- Engage with a team that could provide ongoing expert advice

LAUNCHPAD6 DELIVERS

Axon looked at multiple different options. It was critical that the solution was both flexible but also simple to configure and style a polished solution. Launchpad6 was the only solution that ticked all the requirements:

PLATFORM CAPABILITIES MATCH REQUIREMENTS

- ✓ Launchpad6 allows for seamless nomination and voting of submissions,

- ✓ Launchpad6 natively supported all sorts of content including photo's, videos and form data with nominations,

- ✓ Launchpad6 provided a great polished experience,

- ✓ The website could be easily branded and styled to match the specifics of the Rise Awards,

- ✔ The cost of the solution was extremely good value for money based on its capabilities.

- ✔ The solution was able to manage all three separately branded Officer, Agency and Community Awards within one platform

- ✔ Launchpad6 offered consulting services to help both style and configure the online awards to exactly meet Axon's expectations.

Launchpad6 has now become a standard platform for the Rise Awards to support future online awards.

AN ONLINE AWARDS SUCCESS!

The primary measurable goal was to receive high quality nominations of which well over 100 nominations were received. This was an excellent result for the first year of public nominations.

Additionally in excess of 15,000 votes were received and over 250,000 visits to the award site.

"*We were really surprised by hands off the solution ended up being. The automation of the platform saved so much time and was so easy for the general public to use*" said Clint.

The Launchpad6 solution was able to provide a completely integrated, end to end online awards program with everything Axon needed baked into the core solution.

GO FOR LAUNCH!

Are you also looking for stress-free ways to deliver your online awards program and elevate the experience to your nominees? If yes, then contact Launchpad6 to find out how we can amplify your mission using online awards!

LAUNCHPAD6

Launchpad6 is a leading supplier of contest solutions including the most flexible and agile UGC contest platform on the planet.

For more information or a no obligation trial, visit our web site or contact us using the email address below.