Idea for Cavernous River promotion

Posted by L - 2006/02/16 21:18

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I was thinking about the plans many of us have for the Cavern River set when it shows... and I had an idea. I'm curious to hear what everyone thinks (especially DF staff!)

I think it'd be neat to have a Photo Competition for the Cavernous River set, with some prize that DF can offer the winner (prize suggestions: a set of lizardmen miniatures, or an extra lizardman "raft" for the river)

Here's where the idea goes from "cute but familiar" to "good business sense," IMHO. The website, specifically the page that will list CR for orders, should have a link to the entries. That way DF gets a TON of great photos to show off the new set, directly on the website as a big promotion for the set, and all that free advertising is fun for the rest of us to put together for them.

It might even be cool to sign a little waiver upon entry that gives DF copyright of the photos, so if they REALLY like some of them (IO, Tom, I'm looking at you guys!) they can use them in ads to solicit orders etc.

The idea came to me, in part, while browsing through this month's Dragon -- I was picturing how great it will be to see a big, full-color ad for the Cavern River set, with a big photo, and I thought that those of us who like taking pics of the set could gladly help DF out by doing some promo shots for them they can use.

I think it'd be a great "two birds in one stone" deal for the new set, get some (more) enthusiasm generated for it -- primarily amongst people who, not being forum visitors, are not already selling plasma for it....

L

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Posted by philhendry - 2006/02/16 21:30

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Yeah, I'd be up for that. I guess I wouldn't win (hard to compete with IO, Tom, etc.) but taking part, and adding my entry to the pages of other entries, would be all the fun I'd need.

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Posted by Wereweasel - 2006/02/17 05:00

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May I make some suggestions in support of this idea...

Perhaps the competition could be limited to DF products only, -(or DF & scratch-built items only)! This

would enhance the proposed competition idea in a few ways:

First, it would promote existing DF minis and accessories, (both to potential participants and viewers).

Secondly, it should allow DF greater flexibility in using such photos -without presumably infringing on copyrights.

Finally, it would allow participants an opportunity to showcase some of the amazing custom-built items that they have created for use with DF. In fact it may even encourage even more creations.

Whether or not the mini line will be continued/expanded (even marginally), using them for competitions and promotional pics actually gives them a specific purpose. Beyond that, who knows?

Just some thoughts

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Idea for Cavernous River promotion
Posted by admin - 2006/02/17 05:23

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This is a good idea...and I think we should do it for a few other sets as well. I will work with Moderator to come up with the rules. I hope to post them next week, and the first set will be the Den of Evil (Room and Passage) Set. Please keep in mind that the quality of the photo counts just as much as the set up. A bad photo of a good set up is not all that great.

Stay tuned.

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Idea for Cavernous River promotion
Posted by Ghenghis Ska - 2006/02/17 17:09

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Oh cool... will have to stay tuned to this and might give it a shot...

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Idea for Cavernous River promotion
Posted by jkratzer - 2006/02/17 19:35

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This is a good idea...and I think we should do it for a few other sets as well. (snip) Please keep in mind that the quality of the photo counts just as much as the set up. A bad photo of a good set up is not all that great.

Stay tuned.
Well, I guess I'll have to RTFM again for the digital camera. Oh, wait; I'll have to read it for the FIRST time!

Geez, like I don't have enough reading to do at work! :P

See ya!

Jim

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