Instagram Weekly Competition - how could we improve?

This is a questionnaire about how we could improve the weekly Instagram competition for students and alumni to win free Kodak film

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

1. I am 18 or over and consent to participate in this research *

- ◯ Yes
- ◯ No

2. How did you first hear about the competition and our Kodak film giveaway?

- ◯ Instagram post
- ◯ Instagram story
- ◯ Email from Tech team
- ◯ A friend/peer shared it

3. What do you enjoy most about the weekly competition?

- ◯ The chance to win free Kodak film
- ◯ Having my work shared on the @lcclondonphoto account if I win

- ◯ The excitement of entering each week
- ◯ Being part of a film photography community
- ◯ The opportunity to win a prize

4. Do you feel it is easy to enter? Is the information about entering, the deadlines and the themes are clear?

- ◯ Yes
- ◯ No
- ◯ Other

5. How appealing do you find the current prizes?

1	2	3	4	5
No appealing				Very appealing

6. How effective were the inspirational resources posted with the theme each week?

- ◯ Extremely effective
- ◯ Very effective
- ◯ Somewhat effective
- ◯ Not so effective
- ◯ Not at all effective

7. How often do you enter the competition?

- ◯ Depends on the theme
- ◯ Weekly
- ◯ Sometimes
- ◯ Never

8. What would make you more likely to enter every week?

- ☐ A choice of Kodak film stocks
- ☐ Simpler entry requirements
- ☐ Longer time to enter
- ☐ More chances to win
- ☐ More reminders
- ☐ Nothing - I'm already happy with it
- ☐ Other

9. If you could change one thing about the competition, what would it be?

Enter your answer

10. Is there anything else you'd love us to introduce or improve?

Enter your answer

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