Series 40 Webinars - Contribute and Win Competition 2013Q1 with Marketing in a Box

Winners announced (01 Apr 2013): The competition is now complete - check out the winners below.

Winners

Our winning articles were unanimously selected by the judges for the award of the Nokia Asha 311 and a Nokia 808 PureView. These outstanding articles are listed below:

- Getting the most out of Marketing In a Box (cadlg).
  This is a useful set of genuinely useful tips for getting the most out of the toolkit, and is complementary to the material and marketing guidance provided by Nokia.
- Integrating your social presence with the Digital Marketing Toolkit website (jappit)
  The Nokia App Marketing Guide discusses the balance of having a deep social media presence with the cost of maintaining that presence. This innovative article shows how you can centrally manage your twitter and facebook presence through MiB website asset, significantly reducing the cost of maintenance.

Our runners up are listed below (accessory and merchandising prizes will be awarded).

- MiB Beta: Observations for developers and for the Nokia MiB dev team (UberschallSamsara)
- Hands-on with Marketing in a Box (grift)
- Marketing in a box - Real world test case (shai.i)
- MiB With NAX (karthikbecse)
- Getting Started with Marketing in a Box (vincent.tsn@gmail.com)
- Using Digital Marketing Toolkit (Noel.Anonas)
- How to get round and do more with Marketing in a Box (AKNLabs)

What we particularly appreciated about most of these articles was the useful and well thought out feedback for Nokia - this has already been reviewed by the product management and much of it has gone into the roadmap.

Thank you everyone for contributing and competing. We will be contacting winners individually over the next few days for their contact details for prize shipment.

Competition Background

Contribute and Win is a Wiki Contribution competition being run in conjunction with the Series 40 webinars on Marketing in a Box (MiB), which run on 6 March (8 a.m. San Francisco; 10 a.m. Mexico City; 4 p.m. London) and 7 March (8 a.m. London; 1:30 p.m. New Delhi; 4 p.m. Singapore). For this competition we are looking for you to share, in a wiki article or articles, your experiences with creating MiB assets and marketing your apps.

For up to two great articles there will be a pair of phones, a Nokia Asha 311 and a Nokia 808 PureView up for grabs and a number of high-end phone accessories for the runners up. All you have to do is attend one of the webinars and submit an article by 31 March 2013.

As this is a Wiki Competition, entries will be in the form of original articles, tutorials, and guides to showcase the new opportunities for developers created by MiB.

How to participate

First, visit the Marketing in a Box (Beta) page and check out the resources available. Next register for and attend one of the MiB webinars, sessions are available on 6 March (8 a.m. San Francisco; 10 a.m. Mexico City; 4 p.m. London) and 7 March (8 a.m. London; 1:30 p.m. New Delhi; 4 p.m. Singapore), to find out more about how to use the resources and tools. Then either apply the marketing guidance or create a marketing asset such as a YouTube video or web page.

When you're ready, write a great tutorial, guide, or article that explains how you applied the guidelines or created and used a marketing asset. We're also particularly interested in the lessons learned and how these could be applied to improve MiB - we will be listening.

Here are the competition rules:

- you must attend one of the Series 40 webinars on MiB.
- the article and resources are submitted to the Nokia Developer Wiki under the site's Terms & Conditions.
- articles must be written in English. Translations may be provided in other languages, but only the English version will be judged.
- the article should include the text: **{{Note|This is a community entry in the [[Series 40 Webinars - Contribute and Win Competition 2013Q1 with Marketing in a Box]] competition.}}**
- add a comment to this competition page linking to your entry.
- you can create one or more articles, however only one prize will be awarded per person.

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- articles must be submitted before 23:59 GMT on 31 March 2013.

See the fine print for more information.

The prizes

We'll be selecting up to two (2) overall winners, based on the quality of entries. Each selected overall winner will be sent a brand new Nokia Asha 311 and a Nokia 808 PureView.

Runners up will receive high-end phone accessories.

Where legal restrictions prevent the drawn prize being delivered, an alternative prize will be awarded.

In addition, remember that winning a Nokia Developer Competition gives you instant fame and kudos in the community and promotion through the wiki and our social media.

Evaluation of entries

Entries will be judged on their insight into the use of Marketing in a Box, their practical use in the "real world", and/or how comprehensively they cover their topic. As usual, we'll also be considering the usefulness, quality, and presentation of information. Multiple entries are encouraged, but will be assessed on their individual merits — so a single great entry will win over multiple less-impressive articles.

The entries will be judged by selected Nokia technical experts at the end of the competition. Typically, results are posted within a week of the end of the competition.

Competition entries

The current list of entries:

- Getting Started with Marketing in a Box (vincent.tsn@gmail.com)
- Marketing in a box (chskr1016)
- MIB: Marketing In Box made marketing easy(adarsha_saraff)
- Using the assets created by marketing in a box (arunkam)
- Marketing Guidance for Developers (jsivaguru)
- Getting the most out of Marketing In a Box (cadlg)
- Using Digital Marketing Toolkit (Noel.Anonas)
- How to get round and do more with Marketing in a Box (AKNLabs)
- Marketing in a box - Real world test case (shai.i)
- MiB With NAX (karthikbecse)
- MiB Beta: Observations for developers and for the Nokia MiB dev team (UberschallSamsara)
- Integrating your social presence with the Digital Marketing Toolkit website (jappit)
- Hands-on with Marketing in a Box (grift)

Feedback

General questions or comments concerning this competition can be submitted as comments to this wiki page or emailed to webinar.experts@nokia.com. Questions related to the use of Marketing in a Box should be raised on the Monetisation discussion board.

The fine print

The main sponsor of this Wiki Contribution competition is Nokia Corporation, Finland (“main sponsor”). The competition is a competition of skill. No purchase or admission fee is necessary to participate. By participating in the Wiki Contribution competition the participant indicates his/her/its acceptance of these rules and agrees to be bound by them as well as any rules and regulations of Nokia Developer and the Developer’s Wiki. You acknowledge and agree that no form of cheating will be tolerated. Any persons found cheating, as determined in the sole and absolute discretion of the main sponsor, will immediately be disqualified from the contest. To the maximum extent permitted by applicable law, the main sponsor reserves the right at its sole discretion to amend, withdraw or revise these rules and the prizes at any time without notice and in such event the main sponsor shall not have any liability whatsoever.

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