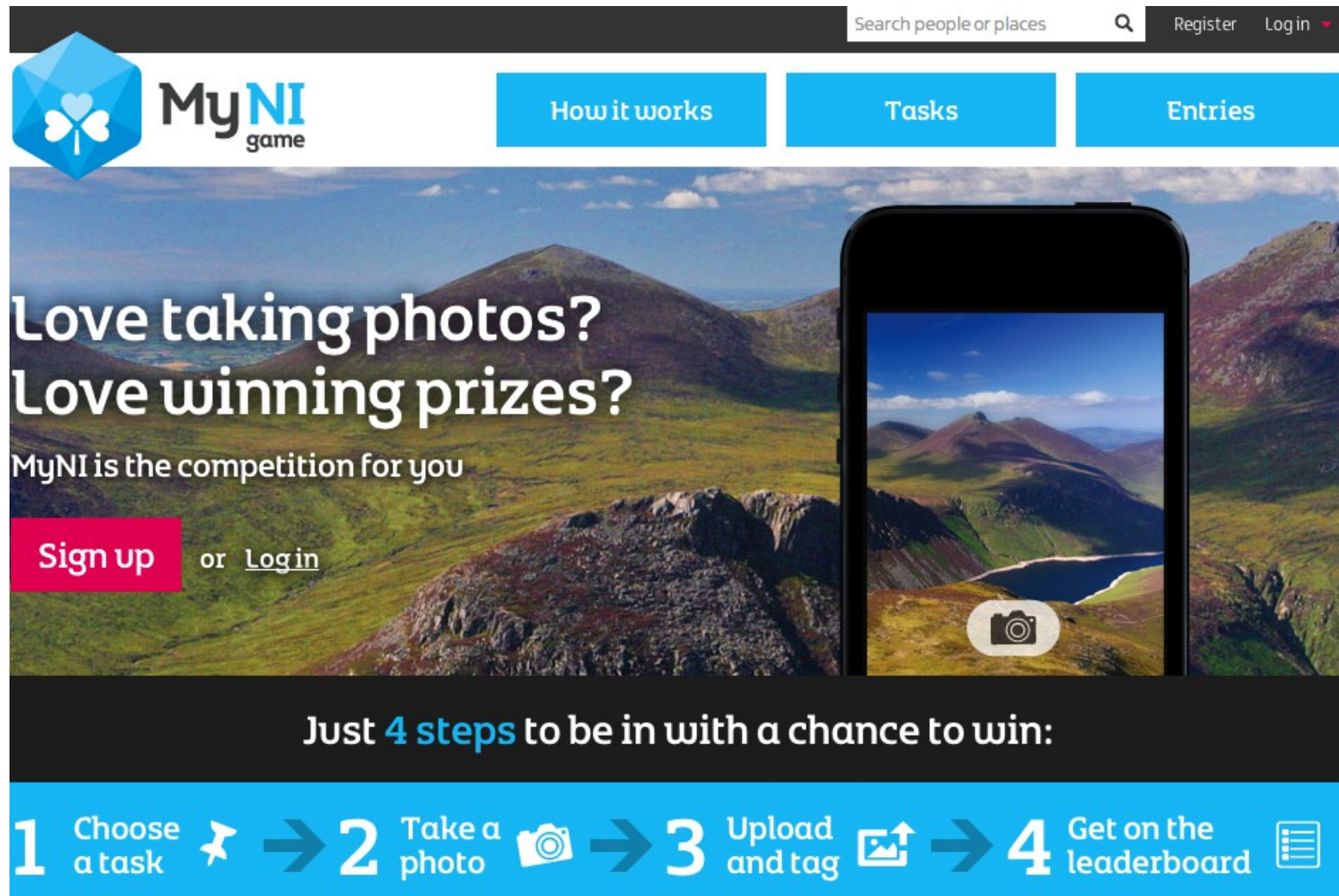



MyNI Photo Game Evaluation

28th March - 9th May



Search people or places Register Login

 MyNI
game





How it works Tasks Entries

Love taking photos?
Love winning prizes?

MyNI is the competition for you

[Sign up](#) or [Login](#)

Just 4 steps to be in with a chance to win:

- 1 Choose a task  →
- 2 Take a photo  →
- 3 Upload and tag  →
- 4 Get on the leaderboard 

Overview

Total Unique Players **1782**

Total Number of Photo Entries **1685**

Total Number of Deleted Photo Entries **195**

Total Number of Email Opt In's **1213**

Task Summary

Task	Number of Entries	Winner
1. Hidden Tranquility	346	Caroline McCracken
2. Tiny Buildings	46	Conor Stanley
3. Top of the World	212	Henry Clark
4. Pint of the Black Stuff	91	Tommy Shields
5. Let's Dance	10	Chris Ibbotson
6. A Day in the Park	168	Donna Teggarty
7. I love NI	18	Kerry Irvine
8. Our house in the middle of our street	99	Stacey Irvine
9. A fry to be proud of	50	Victoria Gilbert
10. The mighty Giants	95	Claire Dalton
11. A walk in the Gardens	31	Heather Canning
12. Mighty Castles of NI	30	Eoin Kelly
13. A library with a view	9	Sharon Cuatriz
14. The great waterways of Fermanagh	58	Rob Gardiner
15. She sails again	18	Carolyn Black
16. Munching Tayto	13	Derek Elliot
17. Hidden Gargoyles	18	Ann Elliot
18. Swifts Pages	10	Ursula McCollam
19. Peace Bridge	50	Shane Cusack
20. Walls of the City	36	Colin Gates
21. Viking Invasion	35	Walter Mitchell
22. Giants Ring	33	John Hutton
23. Stand in a circle	14	Bernie Kirrane

Highest Scoring Players

Rank	User	Points
1	ursh	665
2	jpshoot	488
3	lauralouiseelliott	441
4	shanec1977	413
5	agtawagon	276
6	keery	267
7	vsarag	258
8	tomboyni	242
9	derek	223
10	staggyb	195
11	conordcdr-rpsi	152
12	monkey	117
13	cjibbotson	116
14	daltoncc	104
15	bae20	101
16	tonym	94
17	wbm1234	91
18	imeoinkely	89
19	jenny123	77
20	K mc photography	75
21	tara22	73
22	jhinds	73
23	misspk	73
24	carol	73
25	mkernan22	67
26	Big roars	62
27	rachyconks	61
28	holly-mcc	59
29	cyberkat	59
30	alan_hook	58
31	noreenee1	55
32	maetta	55
33	dizzycatster	55
34	jelliedrik	53
35	donna	52
36	Brian todd	50
37	turk	50
38	billyflamrock	50
39	jonathman	50
40	dawndebs1969	49
41	morkinmoonprince	49
42	elpullio	48
43	nickymcgarvey	48
44	harte	48
45	adele	47
46	dpelissierphoto	46
47	jem_m	45
48	treasure trailer	45
49	wildtracker	41
50	brianmcc	41

MyNI Promoted Activity Performance Facebook

NI Targeted – Promoted Post and Sponsored Story

Impressions: 309,352

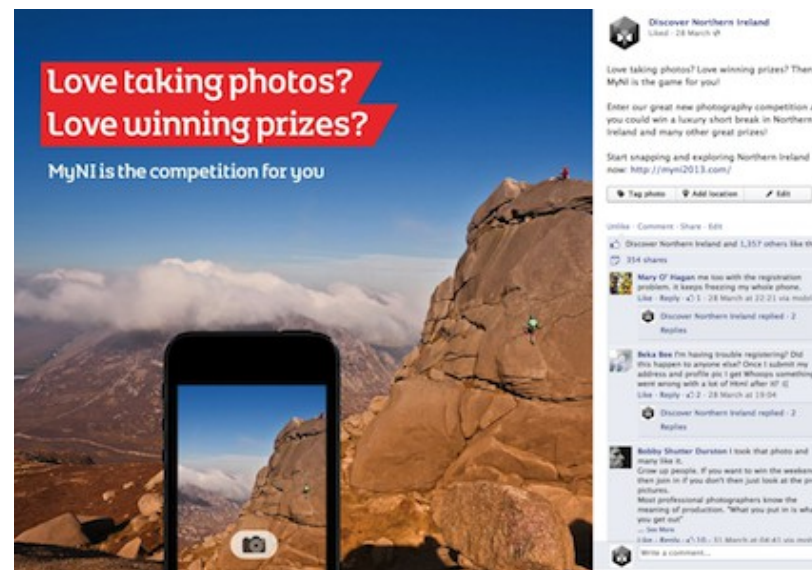
Clicks: 8863

Post Likes: 1057

Shares: 323

Page Likes: 261

Comments: 112



MyNI Promoted Activity Performance Facebook

ROI Targeted – Promoted Post and Sponsored Story

Impressions: 834,387

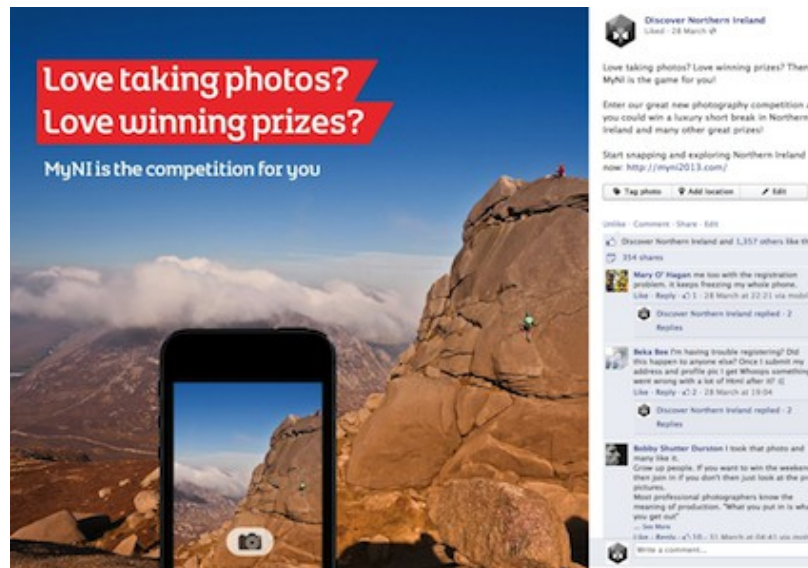
Clicks: 13,554

Post Likes: 310

Shares: 27

Page Likes: 200

Comments: 13



MyNI Promoted Activity Performance Facebook

Facebook Promoted Activity Summary

Total Spend: £3207.86

Total Impressions: 1,143,739

Total Clicks: 22,417

Total Post Likes: 1,367

Total Page Likes: 461

Total Shared: 350

Total Comments: 125

MyNI Promoted Activity Performance Twitter

Northern Ireland Promoted Tweet

Tweets		1 tweet promoted in this campaign		Start	Impressions	Engagements ?			
						👁	↻	←	👤
	Discover NI @DiscoverNI	28 Mar 2013	28 Mar	46,236	598	10	1	29	
Love taking photos? Love winning prizes? Play #MyNIphoto with us now, sign up and get snapping here ow.ly/jy5ZP									
46.2K	638	£258	£0.40						
IMPRESSIONS	ENGAGEMENTS	CAMPAIGN SPEND	ECPE						

ROI Promoted Tweet

Tweets		1 tweet promoted in this campaign		Start	Impressions	Engagements ?			
						👁	↻	←	👤
	Discover NI @DiscoverNI	28 Mar 2013	28 Mar	76,038	581	2	0	4	
Love taking photos? Love winning prizes? Play #MyNIphoto with us now, sign up and get snapping here ow.ly/jy5ZP									
76.0K	587	£389	£0.66						
IMPRESSIONS	ENGAGEMENTS	CAMPAIGN SPEND	ECPE						

MyNI Promoted Activity Performance Twitter

Twitter Promoted Activity Summary

Total Spend: £647.00

Total Impressions: 122,274

Total Clicks: 1,179

Total Retweets: 12

Total Replies: 1

Total Follows: 33



Google Analytics

Total site visits: 17,541

Total unique visits: 10,402

Average time on site: 6.16 minutes

Mobile users: 9,489

Desktop and other users: 8,052

Google Analytics

Traffic Sources

Facebook Mobile: 5,322

Direct: 3,975

Facebook: 3,508

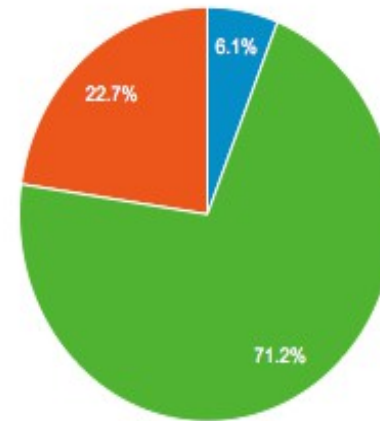
Discover Northern Ireland: 1,464

Cool FM: 1,315

Google / Organic: 973

Interact: 419

■ Search Traffic ■ Referral Traffic ■ Direct Traffic ■ Campaigns

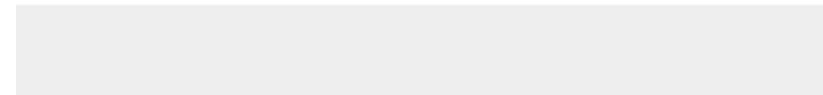


Google Analytics

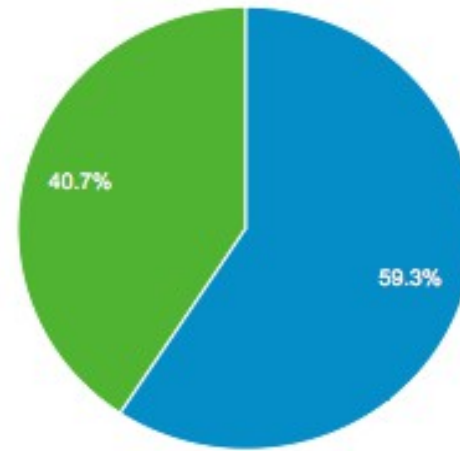
New versus Returning Visitor

Returning Visitor: 7,143

New Visitor: 10,398



■ New Visitor ■ Returning Visitor



Cost Summary

Design and Development: £17,324

Media: £6854.86


Prizes: £1,266.54

Content Population: £594.26

Total: £26,039.66

Creative

Search people or places Register Log in

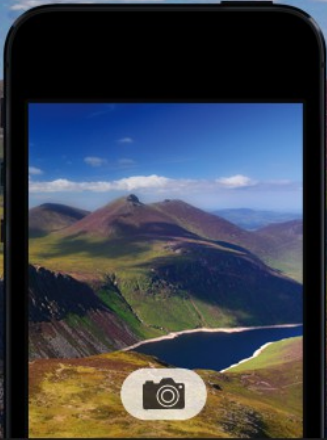
 **MyNI**
game

[How it works](#) [Tasks](#) [Entries](#)





**Love taking photos?
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Just 4 steps to be in with a chance to win:

- 1 Choose a task  →
- 2 Take a photo  →
- 3 Upload and tag  →
- 4 Get on the leaderboard 

MyNI Game is a photo competition across Northern Ireland with amazing prizes to be won.

Follow the tasks to capture Northern Ireland on camera. Other MyNI players will reward you with points on your photos and the more you play the game, the higher chance you having of winning great local getaways!

It only takes a minute to get registered. Then start snapping.

[Sign up](#)

[How it works](#)

[Prizes](#)

[Leaderboard](#)

Creative

[How it works](#)[Tasks](#)[Entries](#)

How It Works

[Rules](#) [Prizes](#)

MyNI is a photo competition across Northern Ireland with amazing prizes to be won.

Follow the tasks to capture Northern Ireland on camera. Other MyNI players will reward you with points on your photos and the more you play the game, the higher chance you having of winning great local getaways! [Play now](#).



Choose a Task

These tasks are fun. In some, you'll be capturing you or your friends, buildings, food or scenic locations - sometimes on your doorstep, sometimes on your travels.

The better your photos, the more points you'll get so be creative!

[Have a look at the tasks](#)



Take a photo

You don't need a shiny new smartphone (though if you happen to have a really shiny new one, you will be able to upload directly to the site) - any camera will do.

But it's not about the camera, it's about you capturing what you see.

[Get some inspiration](#)



Upload and tag it

Login and you'll be directed to our easy photo uploader. The kind of thing you might see on Facebook or Flickr.

You'll be asked to tag your photo with a title, location, and if you like you can even tell us a story. Then press submit and share it!

[Submit a photo now](#)



Get on the leaderboard

Once you start uploading your pictures, you'll start gathering points. But it's not us who decides what makes a great photo, it's your fellow MY NI players.

When your photo is liked or commented on, more points will roll in. So why not share with your friends?

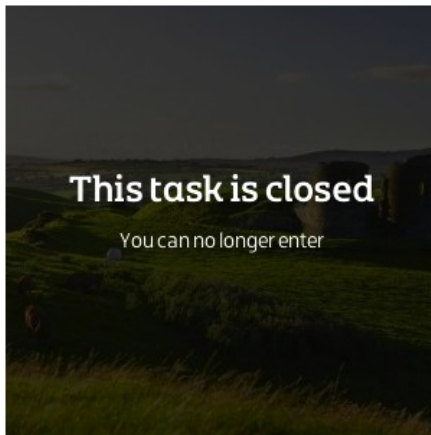
[Have a look at the leaderboard](#)

Creative

[How it works](#)[Tasks](#)[Entries](#)

Tasks

The more tasks you complete the more points you earn.
Don't forget, all photos submitted must be your own!

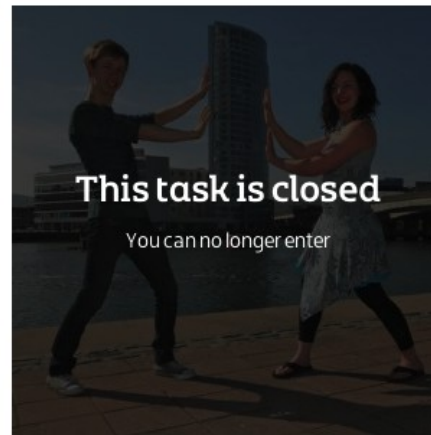
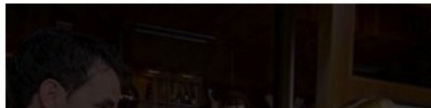


1 Hidden Tranquility

Closing date: 10 May 2013

346 Entries

[View details](#)

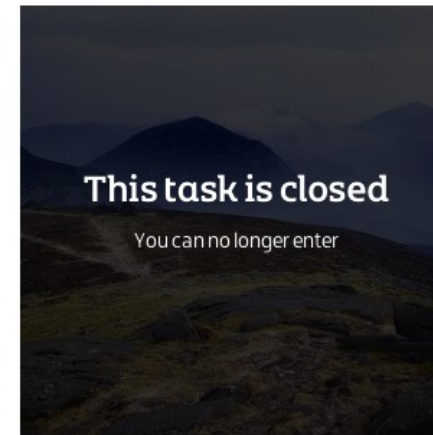


2 Tiny Buildings

Closing date: 10 May 2013

46 Entries

[View details](#)



3 Top of the World

Closing date: 10 May 2013

212 Entries

[View details](#)



Creative



How it works

Tasks

Entries

Entries by task

[Map](#) [ByTask](#)



Hidden Tranquility

346 entries

[View all entries](#)



Tiny Buildings

46 entries

[View all entries](#)



Top of the World

212 entries

[View all entries](#)



A Pint of The Black Stuff

91 entries

[View all entries](#)



Let's Dance

10 entries

[View all entries](#)



A day in the park

168 entries






















[View all entries](#)

Creative



- How it works
- Tasks
- Entries

Leaderboard (Top 100)

	User	Latest Uploads	Points
1	 ursh	 	665
2	 jpshoot	 	488
3	 lauralouiseelliott	 	441
4	 shanec1977	 	413
5	 agtawagon	 	276
6	 keery	 	267
7	 vsarag	 	258