

Hawkseye India Contest Idea

The #WearYourVision Challenge

A new brand only grows when people talk about it. Hawkseye is fresh, US-born, and made in India, which gives you a rare advantage: you can hand out real t-shirts to Indian fans quickly and cheaply. Use that edge. This contest turns free tees into thousands of new followers, tagged friends, and user-generated photos that make your brand look established from day one.

Here is a complete, ready-to-run contest concept built for Instagram and Facebook in India.

Contest Objective

Keep the goal simple and measurable.

- Grow your Instagram and Facebook follower count in India.
- Collect real user photos and reels wearing (or imagining) Hawkseye.
- Build early social proof so US customers later see an active, loved brand.
- Get the Hawkseye name into feeds through tags and shares.

Every rule below feeds directly into one of these outcomes.

The Big Idea

Most giveaways ask people to "like and follow." That gets you weak followers who leave the moment the prize is gone. **#WearYourVision** does something better: it asks fans to show *how* they'd style a Hawkseye tee or *what* their personal vision looks like. That creates content, emotion, and a reason to stay.

The name works on two levels. "Hawkseye" is about sharp vision and focus. So the contest invites people to share their own vision — a goal, a dream, a look, a mood — through a photo or short reel.

Fans aren't just entering a giveaway. They're telling a story. And stories get shared far more than a plain "count me in" comment.

How the Contest Works

Give people a clear path. Confusing rules kill entries. Here are the steps, in order:

1. **Follow** the official Hawkseye page on Instagram (and Facebook).
2. **Like** the contest post.
3. **Comment** their personal vision in one line — a goal, a dream, or the vibe they'd wear a Hawkseye tee for. Example: "My vision: launch my own studio by 2027."
4. **Tag 3 friends** who chase big goals too.
5. **Share** the contest post to their story and tag @hawkseye for a bonus entry.

The Bonus Round (this is where reach explodes)

Invite fans to post a **photo or 15-second reel** on their own profile showing their "vision" — their workspace, their hustle, their style, or a mockup outfit they'd pair with a Hawkseye tee.

- They must use **#WearYourVision** and **#Hawkseye**.
- They must tag @hawkseye and set the post to public.
- Bonus-round entries count as **5 regular entries**, so the biggest prizes go to people who create content.

This single step gives you a library of user photos you can repost for weeks. It also puts Hawkseye in front of every follower those users have.

Prize Structure

You have free t-shirts and cheap local shipping. Use volume to your advantage. More winners means more happy fans posting "I won!" content, which fuels the next round.

Prize Tier	What They Get	How Many Winners
Grand Vision Winners	2 Hawkseye tees + a "Vision Champion" story feature on the official page	5
Style Winners	1 Hawkseye tee (best reels and photos)	15

Lucky Draw Winners	1 Hawkseye tee (random pick from all valid comment entries)	30
---------------------------	---	----

That's 55 winners and roughly 65 tees. Because you manufacture in India, your cost per winner stays low, and every winner becomes a walking, posting ad.

Smart twist: Ask each winner to post a photo wearing their tee with #WearYourVision to "claim" the prize. This gives you a second wave of authentic content after delivery.

Suggested Timeline

Keep it tight enough to build urgency, long enough to spread.

- **Week 1 — Launch:** Post the contest with a bold graphic and a short reel explaining the rules. Pin it to the top of both pages.
- **Week 2 — Momentum:** Repost the best fan entries daily to stories. Remind people the bonus round gives 5x entries.
- **Week 3 — Final Push:** Post a countdown. Share a "last 48 hours" reel. Highlight a few standout vision entries to inspire late joiners.
- **Day 21 — Close:** Stop accepting entries at 11:59 PM IST.
- **Day 24 — Winners:** Announce all winners in a single celebratory reel. Tag every winner.
- **Weeks 4–6 — Afterglow:** Ship tees, then repost winner photos as they arrive. This keeps the buzz alive long after the contest ends.

A three-week run hits the sweet spot: enough time for word to travel, not so long that people forget.

Tips to Maximize Reach in India

A contest lives or dies on distribution. Here's how to push it further.

- **Post at peak hours.** In India, engagement climbs between 7 PM and 10 PM. Launch and remind during those windows.
- **Lead with reels.** Instagram pushes reels harder than static posts. A punchy 10-second reel explaining the contest will out-reach any poster.
- **Use a mix of hashtags.** Pair your branded #WearYourVision and #Hawkseye with popular local tags like #IndianFashion, #TShirtLove, #GiveawayIndia, and #OOTDIndia.

- **Partner with micro-influencers.** Instead of one expensive celebrity, send free tees to 8–10 fashion or fitness micro-influencers (10k–50k followers). Their audiences trust them, and their cost is just a shirt.
 - **Reply to every comment.** Early replies boost the post in the algorithm and make people feel seen. A simple "Love this vision! 🔥" goes a long way.
 - **Cross-post to Facebook groups.** Share the contest in active Indian fashion and college groups where giveaways spread fast.
 - **Show the product.** Post clear photos of the actual tees — fabric, fit, print. People enter harder when they can picture wearing the prize.
 - **Run a small ad boost.** Even a modest budget behind the contest reel can multiply entries. Target ages 18–30 in metro cities where delivery is easiest.
-

Why This Works for Hawkseye

You're a new brand, so trust is your biggest gap. #WearYourVision closes that gap fast.

- **Followers who stay:** People who share a personal vision feel connected. They don't unfollow the next day.
- **Content you own:** Dozens of real photos and reels you can repost for months, at zero production cost.
- **Cheap prizes, big returns:** Local manufacturing keeps your cost per winner low while each winner promotes you to their whole network.
- **A head start for the US launch:** When American shoppers find Hawkseye later, they'll see an active page full of real people wearing the brand — not an empty account.

Start small, hand out those tees, and let your first fans build the momentum. That's how a new brand turns free shirts into real reach.