

## Monopoly Campaign Copy

### IG story:

Header: WIN A MONOPOLY™ BOARD

CTA: SWIPE UP TO ENTER

Chance card: Congratulations! You've won the entrepreneurship challenge at Hult International Business School. Collect M 150.

### Copy Support: Social media captions

Copy Spec: 40-60 words

Facebook: Calling all students, alumni, and employees of Hult—let's see who knows us the best. Be in with a chance of winning the latest Cambridge Edition Monopoly™ board game featuring our school on the luxe green stretch. Go for broke and answer a few questions about us. What you waiting for? GAME ON!

LinkedIn: Calling all students, alumni, and employees of Hult—let's see who knows us the best. Be in with a chance of winning the latest Cambridge Edition Monopoly™ board game featuring our school on the sought-after green stretch. Go for broke and answer a few questions about us. What are you waiting for? GAME ON!

Twitter: Calling all students, alumni, and employees of Hult—let's see who knows us the best. Be in with a chance of winning the latest Cambridge Edition Monopoly™ board game featuring our school. Go for broke and answer a few questions about us. What you waiting for? GAME ON!