



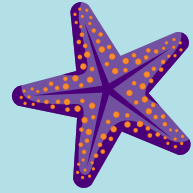
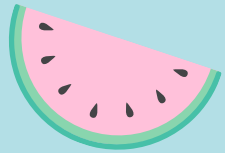
SPRING AND SUMMER
INTERACTIVE CAMPAIGN
LOOK BOOK

INSPIRATION FOR SPRING AND SUMMER

From dusting off our pastels to meticulously planning how we will be getting to the beach, spring and summer are arguably two of our favorite seasons here at Wyng. We have a few fall and winter enthusiasts, but deep down even they know spring and summer are where it is at -- especially when it comes to marketing.

- Every season has something different to offer to a marketing professional's strategy. Spring and summer are more than just seasons, they're opportunities for businesses to thrive. The spring and summer seasons come with unique holidays and activities, which are ideal for encouraging consumers to get outside to shop, share, or participate with your brand.

- We've compiled 12 of our favorite spring and summer campaigns for inspiration as you plan your upcoming spring and summer campaign strategies, but you see hundreds more by visiting www.wyng.com



GET SPRING AND SUMMER READY WITH WYNG



Wyng powers tens of thousands of campaigns around the world every year with the top brands, agencies, publishers, and broadcasters. The Wyng Platform enables them to increase engagement, maximize social sharing, and drive conversions and brand affinity.

The Wyng Platform allows our customers to build interactive digital campaigns that inspire action from their consumers and expertly tell their unique brand story across all channels, both on and offline.

- Promote and Inspire consumers via video and photo UGC
- Build and integrate internal CRMs with digital campaigns
- Launch omnichannel experiences that drive sales
- Capture actionable audience insights and data
- Maximize audience engagement and social media sharing
- Seamlessly blend in-store and digital activations



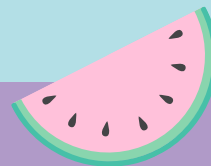
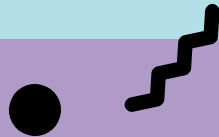
wyng

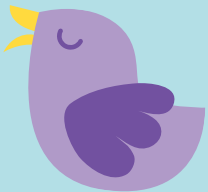


WYNG CAMPAIGNS BY THE NUMBERS

On average, Wyng customers see:

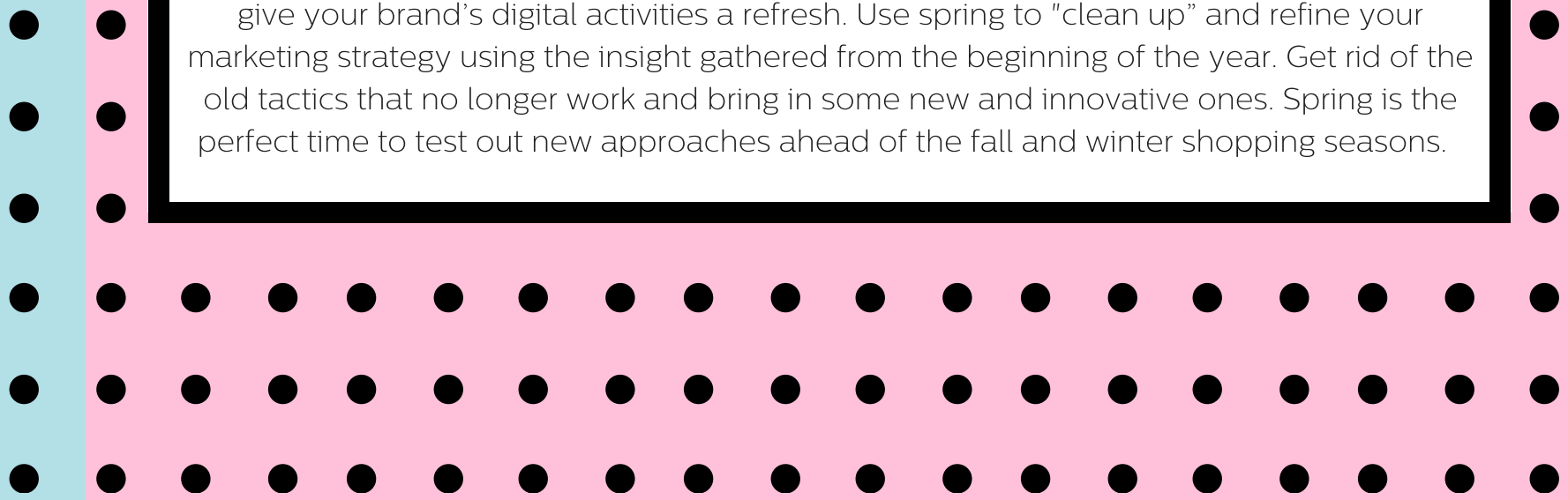
- 35,000+ campaign visits per month
- 8,600+ UGC claims and sign-ups
- 90% more time spent on site with interactive marketing campaigns vs. traditional digital marketing tactics
- Average DCI score of 113
- 10% increase in conversions
- 25% increase in net new emails from interactive marketing campaigns
- 50% lift in engagement and sharing
- 238% increase in organic reach using the Wyng Facebook Chatbot





SPRING

Springtime is the perfect time for a fresh start, and for marketers, it is the perfect time to give your brand's digital activities a refresh. Use spring to "clean up" and refine your marketing strategy using the insight gathered from the beginning of the year. Get rid of the old tactics that no longer work and bring in some new and innovative ones. Spring is the perfect time to test out new approaches ahead of the fall and winter shopping seasons.





SPRING HOLIDAYS AND THEMES

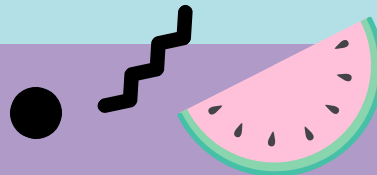


Holidays/Events

- March Madness
- Easter
- Passover
- Chinese New Year
- April Fool's Day
- Earth Day
- Mother's Day
- Cinco de Mayo
- Memorial Day
- Father's Day

Spring Themes

- Spring Cleaning
- Spring Weather
- New Beginnings
- Green Initiatives
- Spring Fashion
- Fitness
- School Graduations



Send your #PackersMom a Mother's Day greeting!



UPLOAD AN IMAGE



LoveMom Mom Mom Mymom

GREEN BAY PACKERS' MOTHER'S DAY ECARD CREATOR

Use Case: eCard Creator

Concept: Create fun and shareable custom eCards to encourage Green Bay Packers fans to share a little love and team pride with their mom's on Mother's Day.

Objective: Promote the Green Bay Packers' brand and drive engagement and sharing over Mother's Day during the off-season.





THE PANDORA MUM AWARDS

#DOTreatMum

THE COMPETITION IS NOW CLOSED.

Is your mum the best baker? Or the grooviest dancer? Nominate her for a PANDORA Award and share it on Twitter or Instagram with #DOTreatMum to show her just how much she means to you.

*T&Cs Apply

UPLOAD & NOMINATE



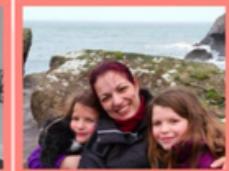
Award for Best Roast Dinners
PANDORA



Award for Best Roast Dinners
PANDORA



Award for Best Girly Chats
PANDORA



Award for Best Family Adventures
PANDORA



Award for Best Style Tips
PANDORA

SHOP ONLINE NOW

FIND YOUR NEAREST STORE



THE PANDORA MUM AWARDS



Use Case: Contest

Concept: In celebration of Mother's Day, Pandora launched their "Mum Awards." Using Twitter and Instagram fans could submit their mom for one of five awards.

Objective: Highlight the chosen honorees and encourage fans to submit and engage with Pandora. Launch an omnichannel experience that drove conversions.



it's MAKEUP madness!

We're putting together an epic gift with purchase and we want YOU to tell us what's included! Complete the Makeup Madness bracket below to vote for the products you want featured, then check back April 1st to see which Too Faced favorites were selected by fans! You'll automatically be entered, and 10 lucky fans will win the set, no purchase necessary!

CHOOSE YOUR IDEAL MAKEUP BAG



vs



Stop and Smell the Makeup

You're Like, Really Pretty

SELECT YOUR FAVORITE LA CRÈME SHADE



vs



La Crème Mean Girls

La Crème Nude Beach

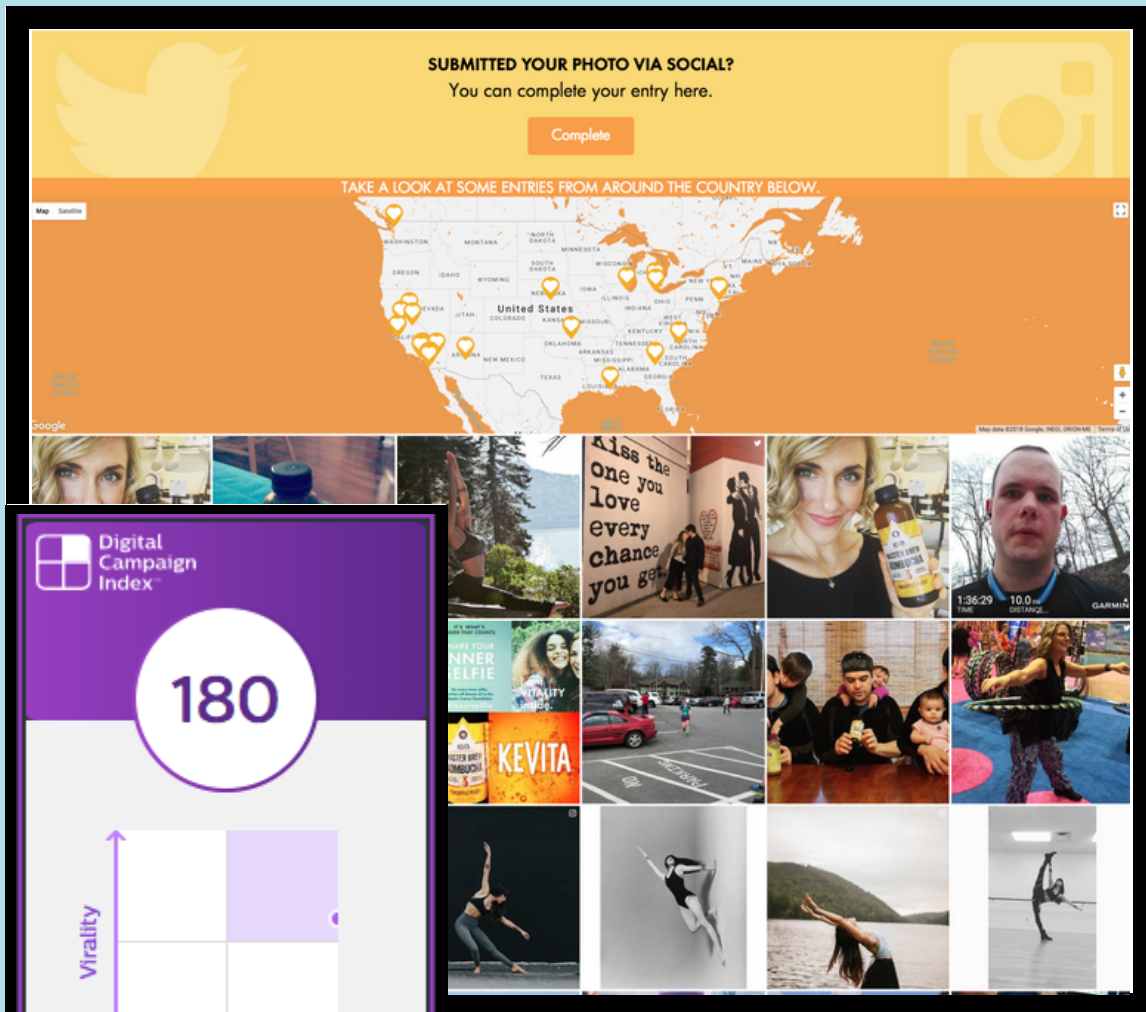
TOO FACED MARCH MAKEUP MADNESS BRACKET

Use Case: Bracket

Concept: Leverage interest in brackets during March Madness to have fans of participate in a brand-themed four round bracket sweepstakes.

Objective: Engage consumers during March Madness with a Too Faced themed bracket sweepstakes to drive engagement and brand affinity.





KEVITA #ALIVELIKEYOU AMBASSADOR CAMPAIGN



Use Case: Social Map and Social Content Stream

Concept: Sponsor a national contest to build a network of KeVita Alive Like You Ambassadors. Encourage KeVita fans to get outside and active.

Objective: Drive brand loyalty and collect high-quality UGC that can be used in KeVita marketing and advertising. Launch digital component to support their integrated marketing and advertising campaigns.





Share Your #LittleWonders

Raising a baby changes you forever. Every day brings new moments of discovery with your little one. Whether watching their childhood unfold or rediscovering yours, this is the latest journey of your life—parenthood.

Click the stickers you'd like to add. Enlarge and drag to fit. Rotate the sticker by using the separated box directly above it.

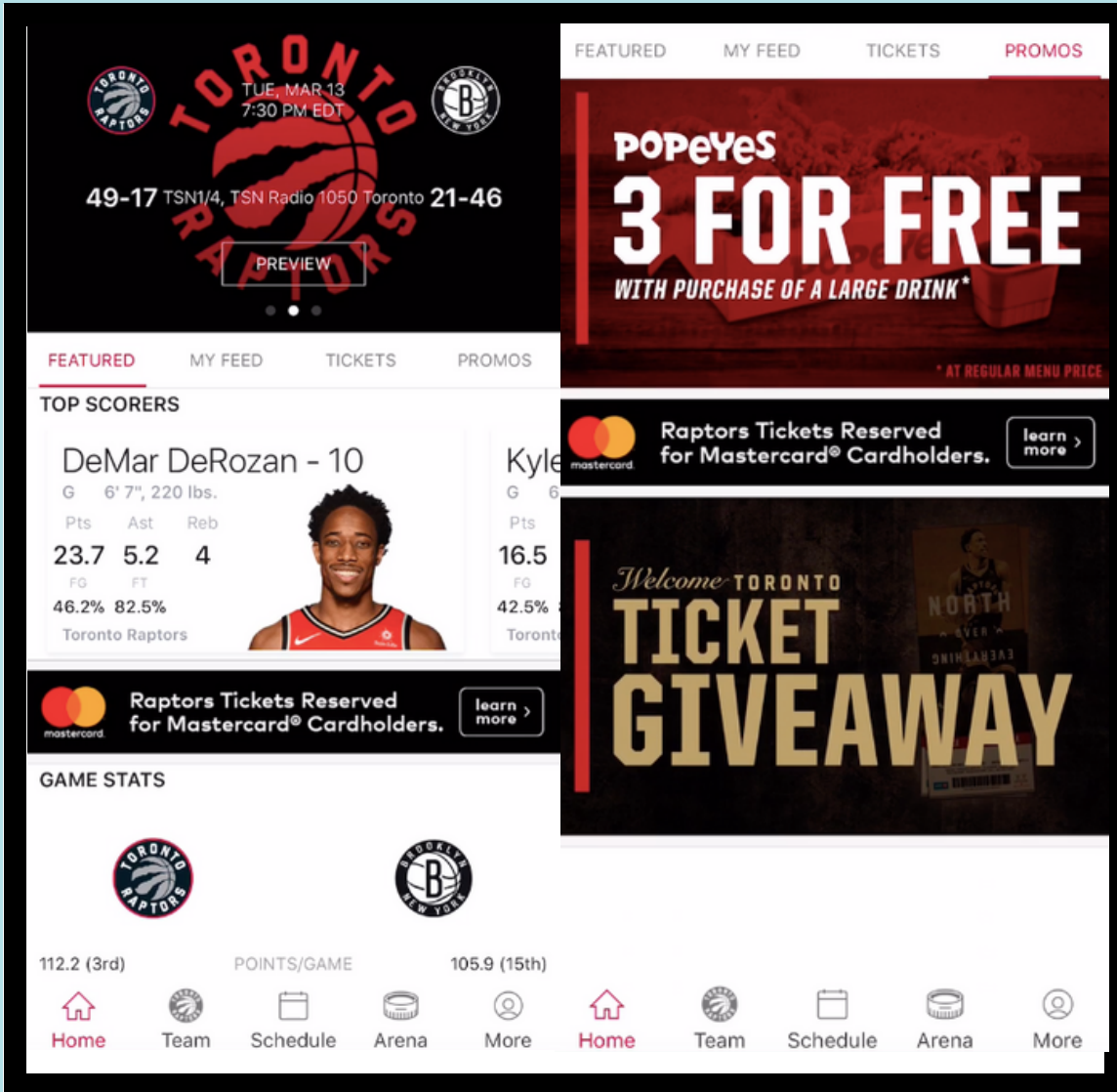
JOHNSON & JOHNSON #LITTLEWONDERS PHOTO GALLERY

Use Case: Photo Lab

Concept: To celebrate new parents during Mother's and Father's Day, Johnson and Johnson launched a spring themed photo gallery around the hashtag #LittleWonders.

Objective: Promote and Inspire consumers via photo UGC. Build brand affinity by through a non-promotional, consumer empowerment campaign.





THE TORONTO RAPTORS IN-APP PROMOTIONS



Use Case: Promotion

Concept: Promote all of the Toronto Raptors current sweepstakes and offers using their mobile app. Encourage participation by using an auto-populated form.

Objective: Boost mobile participation by optimizing offers and sweepstakes for their mobile app. Drive in-app usage.



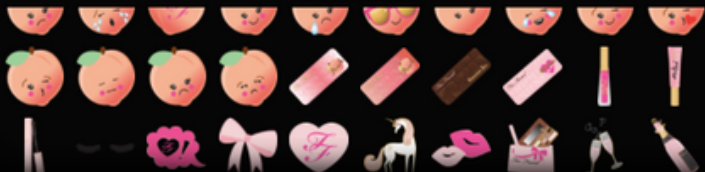
Strike a Peach Pose

Create a super cute, custom peach selfie with
NEW Too Faced Sweet as a Peach Emojis & share
with all of your friends!

PERSONALIZE YOUR ENTRY



STICKERS

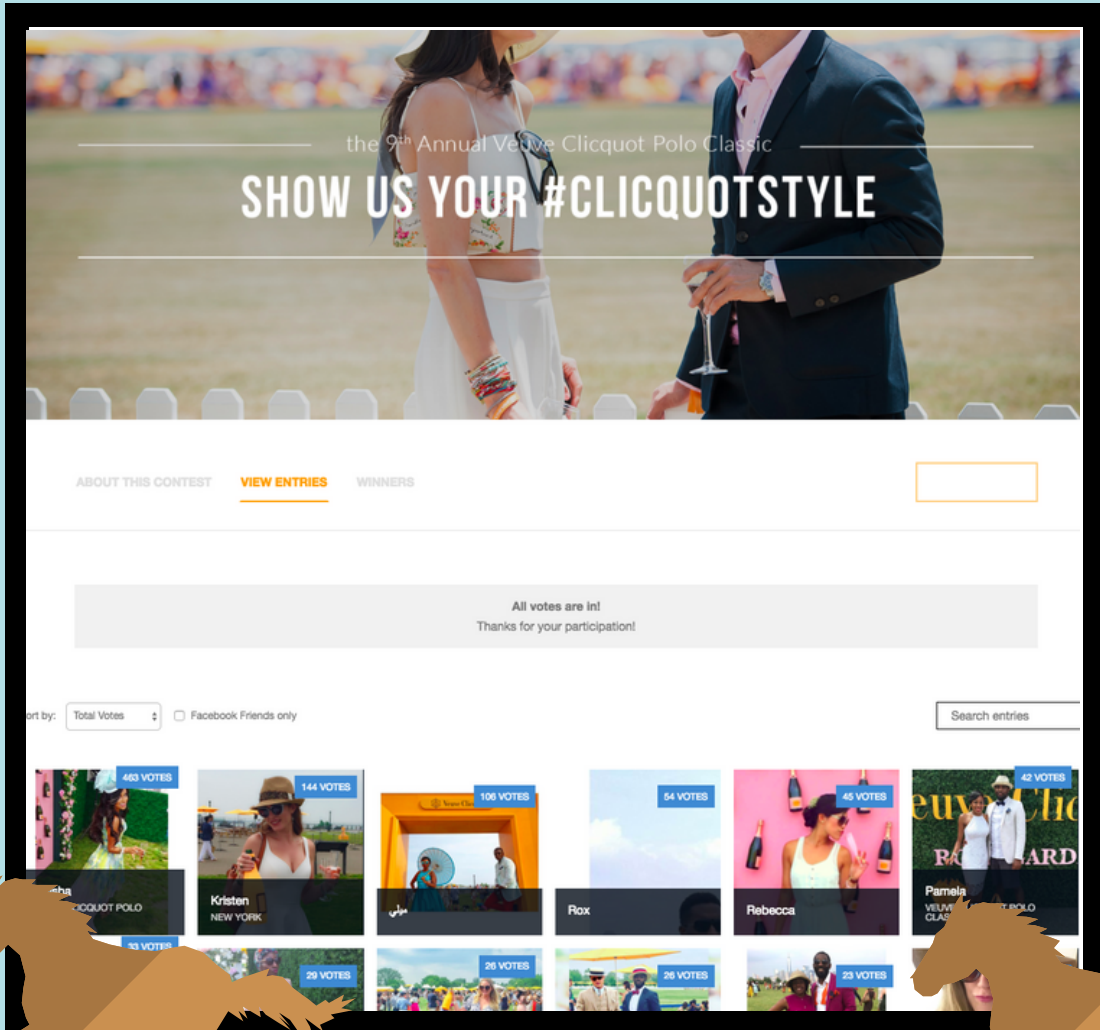


TOO FACED "SWEET AS A PEACH" PHOTO LAB

Use Case: Photo Lab

Concept: Create excitement and engagement with their customers around the re-launch of their spring-themed Sweet as a Peach products.

Objective: Leverage email sign up to build their CRM and acquire new emails. Collect UGC to use in future digital and video tactics.



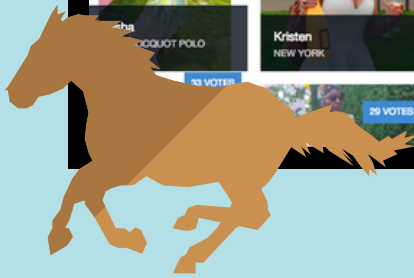
VEUVE CLICQUOT POLO STYLE SWEEPSTAKES

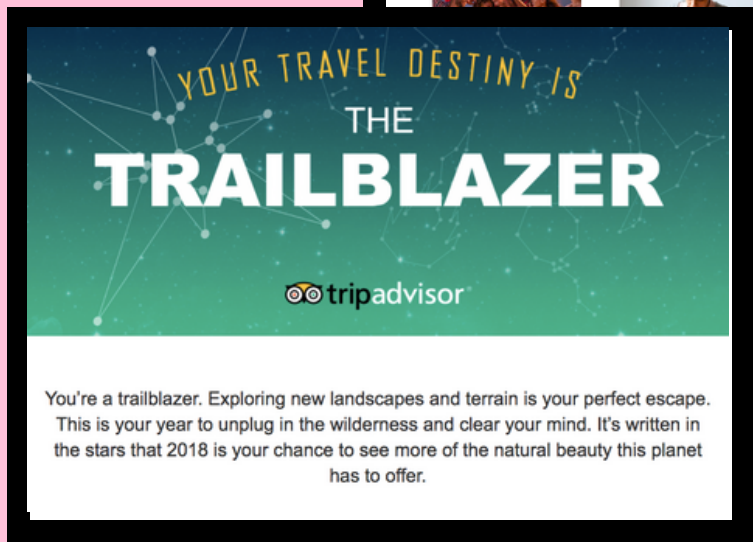
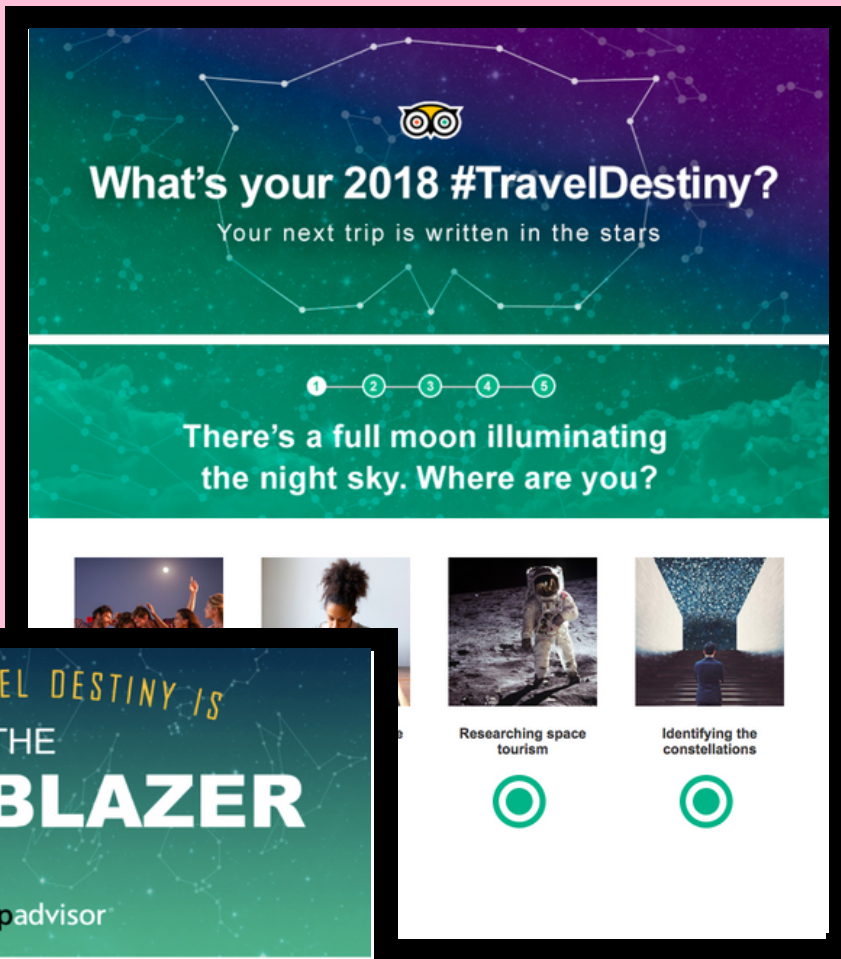


Use Case: Photo Contest with Voting

Concept: Veuve during their Polo Classic, launched their Veuve Clicquot Polo Classic street style sweepstakes to engage attendees at the event over social media.

Objective: Maximize audience engagement and social media sharing and seamlessly integrate a digital component to their live event. Extend the reach and impact of their live event.



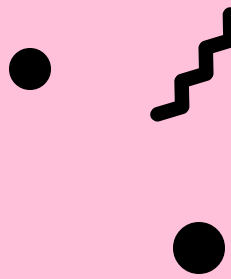
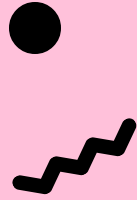
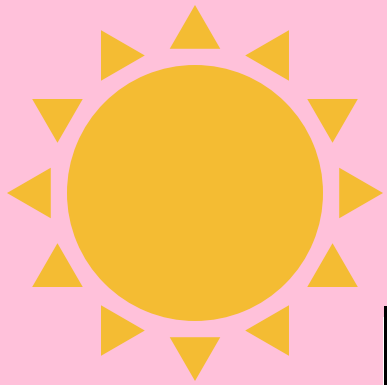


TRIPADVISOR #TRAVELDESTINY QUIZ

Use Case: Quiz

Concept: To help spring and summer travelers out, TripAdvisor put together a personality quiz to activate their consumers and give them a little nudge to start thinking about their vacation plans.

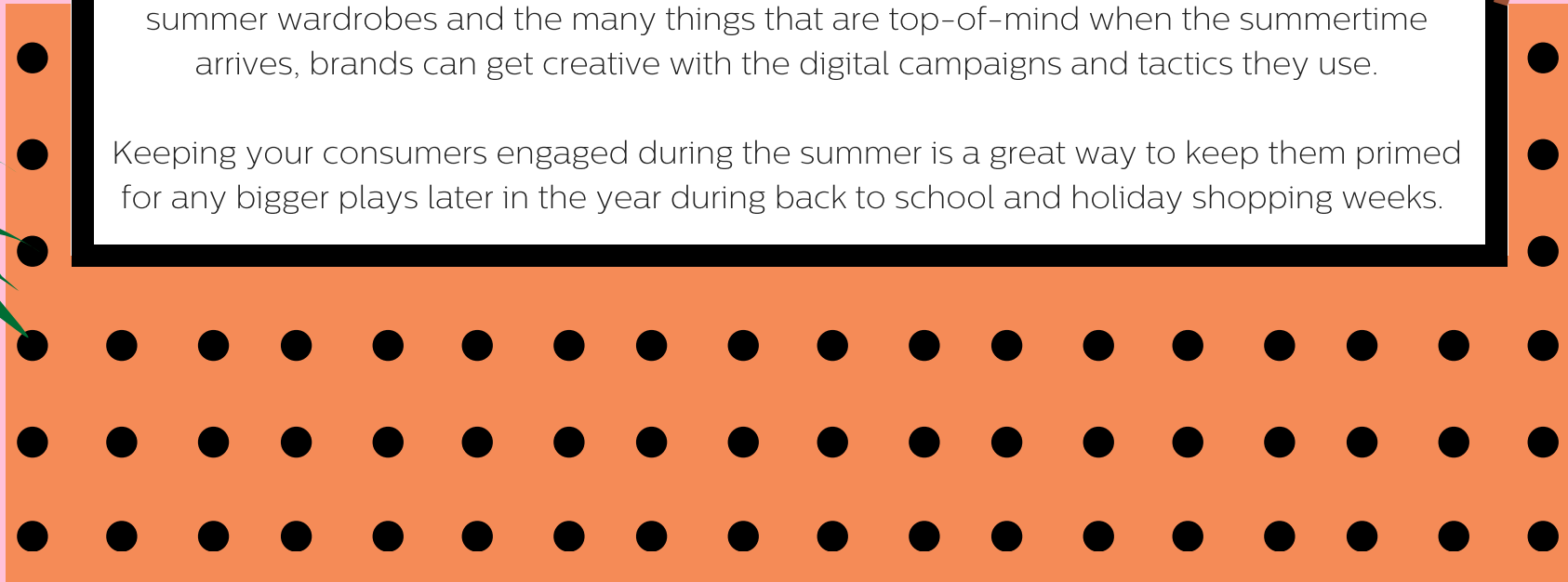
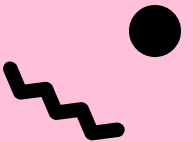
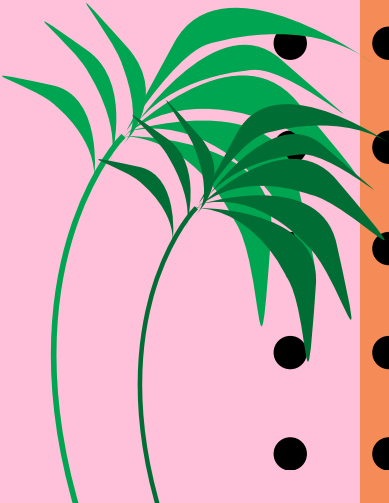
Objective: Stay top of mind with consumers have they begin to think about their spring and summer travel plans.



SUMMER

While not as holiday heavy as the spring, the summer holds numerous opportunities for engaging and inspiring consumers. Between the weather, beach vacations, refreshing summer wardrobes and the many things that are top-of-mind when the summertime arrives, brands can get creative with the digital campaigns and tactics they use.

Keeping your consumers engaged during the summer is a great way to keep them primed for any bigger plays later in the year during back to school and holiday shopping weeks.





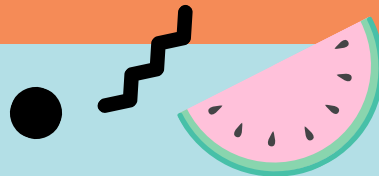
SUMMER HOLIDAYS AND THEMES

Holidays/Events

- Flag Day
- Independence Day
- Bastille Day
- Christmas in July
- Labor Day

Summer Themes

- Summer Weather
- Summer Fashion
- Road Trips
- Barbecuing
- Vacations
- School's Out
- Shark Week
- Back to School
- Summer Weddings

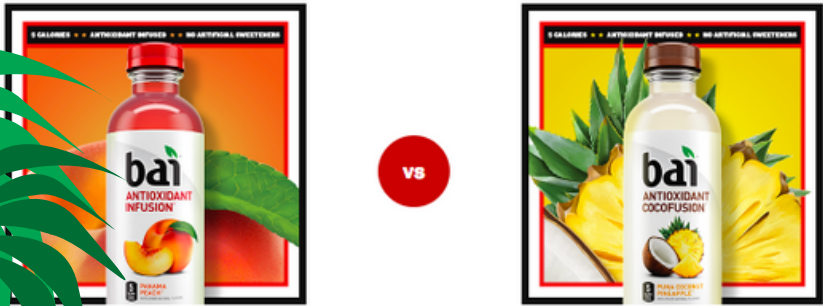


5 CALORIES *** ANTIOXIDANT INFUSED *** NO ARTIFICIAL SWEETENERS *** VOTE TO WIN

The Exotics

Eight exotic flavors remain after the Naturally Sweet Sixteen. If you love juicy storylines, teams bubbling with potential, antioxidant-packed match-ups, and weird fruit sports puns, then stay tuned. This bracket has it all. Vote for your favorites to win. And you could win, too.

MATCHUP 1



PANAMA PEACH

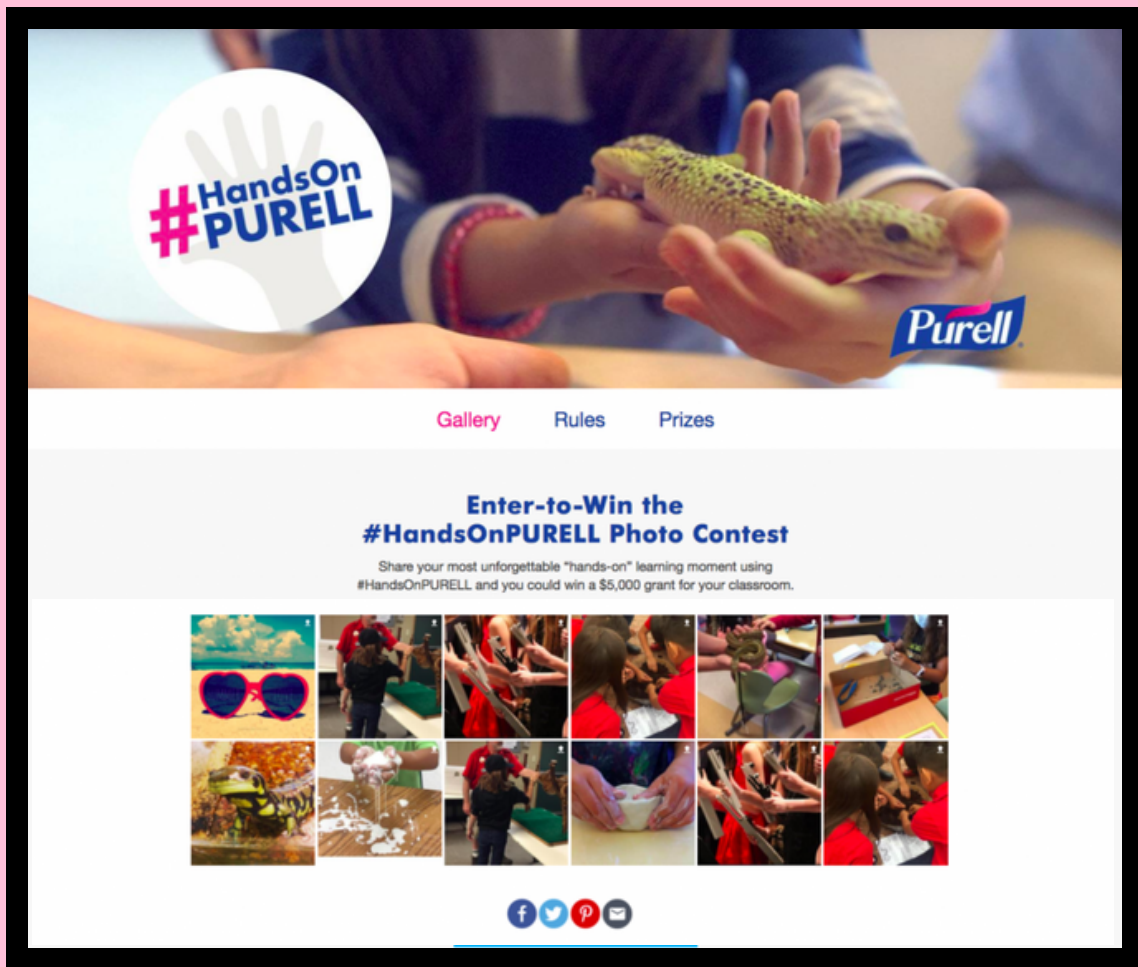
PUNA COCONUT PINEAPPLE

BAI'S "THE EXOTICS" BRACKET CHALLENGE

Use Case: Brackets

Concept: Inspired by the College Basketball brackets during March Madness, Bai created their own "Sweet Sixteen" bracket for fans to choose their top exotic spring flavor for the chance to win.

Objective: Tap into a huge culture moment by giving their fans and new audiences an interactive experience that was unique to their brand.



#HANDSONPURELL PHOTO CONTEST - BACK TO SCHOOL

Use Case: Photo Contest with Voting

Concept: To tap into the momentum of Back to School shopping and planning, Purell launched a photo contest to find the most unforgettable "hands-on" learning moments.

Objective: Promote and inspire consumers to participate with Purell via UGC and social. Maximize exposure during back to school and sales.



show us your 

#sideofsummer

Are you celebrating with friends and family at summer get-togethers?

Show us your **#sideofsummer**! Take a picture/video of how you include Del Monte canned fruits and vegetables in your summer celebrations – from family BBQs to class reunions – **and you could win \$500!**

HOW TO PARTICIPATE

Show creativity
in how you include Del Monte!

Share your photo/video on Twitter or Instagram with **#sideofsummer** and **#contest** (public accounts only) **OR** Upload Your Video

We love to see **friends, family and food**

At our farm, we pick fruits and veggies at the **peak of freshness** so you can serve delicious, quality dishes at your summer table

See our easy **summer recipes** for inspiration

DEL MONTE #SIDEOFSUMMER

Use Case: Photo and Video Gallery

Concept: To celebrate the summer get-togethers with family and friends, Del Monte built and published a season-appropriate photo and video gallery to curate content around their hashtag #SideofSummer.

Objective: Maximize audience engagement and social media sharing. Build brand affinity during the summer months.



Are You Ready for the Ring?

DAVID'S BRIDAL



When is it your turn to walk down the aisle? Take this quiz to find out if there's a ring in your future. Then, let the bouquet-diving begin!

Question 1 of 6



Have you met each other's family yet?

No, not yet.

We had dinner a couple of times.

Yes, and we survived splitting time between both our families for the holidays last year.

SELECT

SELECT

SELECT

DAVID'S BRIDAL "ARE YOU READY FOR THE RING" QUIZ

Use Case: Quiz

Concept: When is it your turn to walk down the aisle? David's Bridal turned this question into an engaging quiz. Take this quiz to capitalize on wedding and engagement buzz.

Objective: Drive increased website visitors and boost on page engagement. Invite consumers to take their quiz to gain a deeper understanding of potential brides' interests and preferences.

Save *a lot* HEY AKRON!

YOU CAN
WIN
FREE
GROCERIES
FOR A YEAR!



Found a code?
Enter it below for a chance to win FREE
GROCERIES!

Email *

First Name *

Last Name *

Enter Your Code *

Zipcode *

I have read and agree to the official rules *

Submit

How To Play:

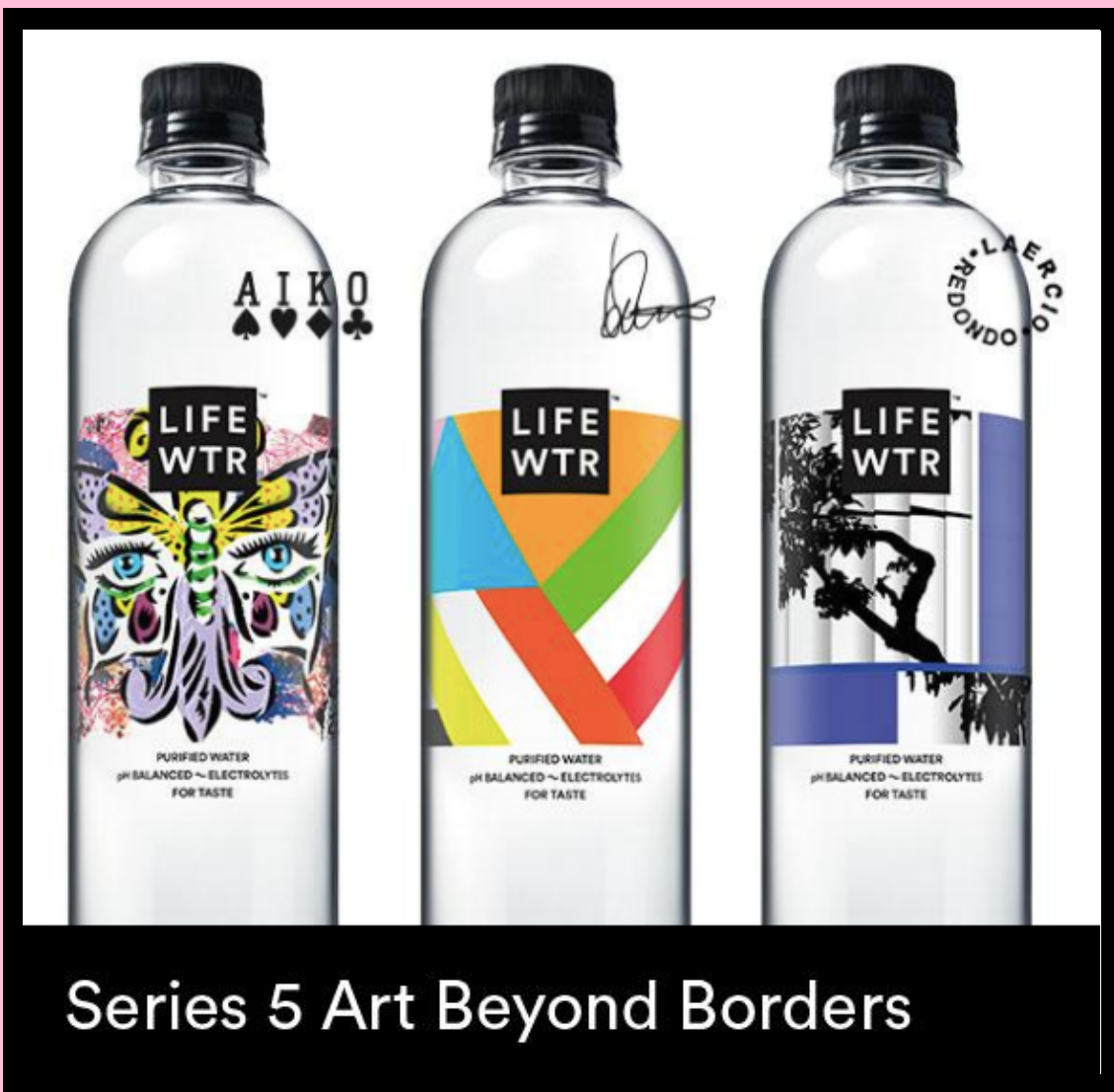
1. Follow us across all digital channels.
2. Be on the lookout for special links and codes.
3. Enter each code you find here for a chance to win. Each entry gets you a chance to win.

SAVE-A-LOT SCAVENGER HUNT

Use Case: Sign-up with Code Validation

Concept: Save-A-Lot stashed secret codes throughout their digital channels for their consumers to find and potentially win. Each code offers an entry into the competition using an email sign-up form.

Objective: Increase visitors and followers on their digital channels. Encourage sign-ups for their Smart Shopper Email Club.



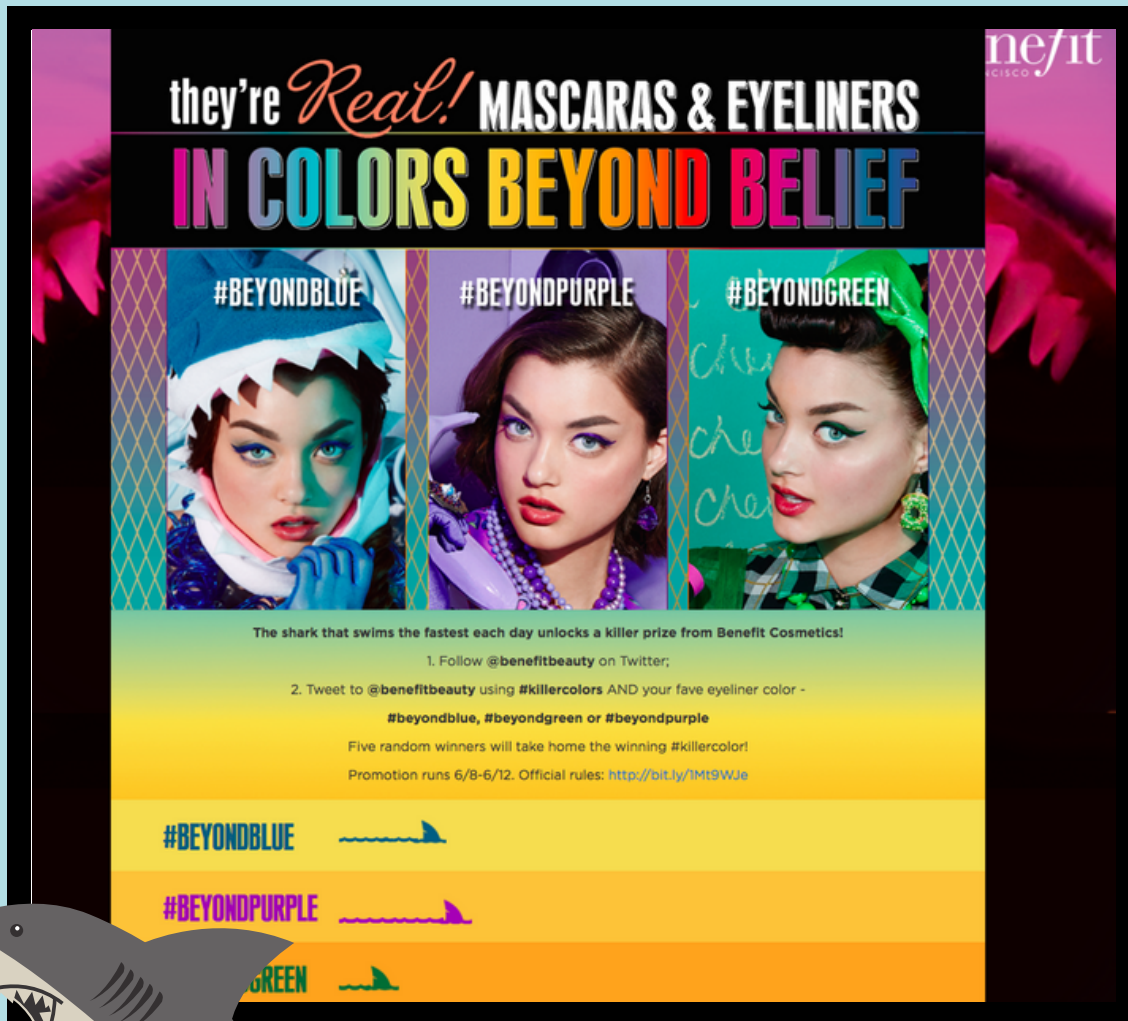
LIFEWTR ART BEYOND BORDERS SWEEPSTAKES



Use Case: Sweepstakes

Concept: Launch a sweepstakes to celebrate the LIFEWTR Series 5 Art Beyond Borders bottles.

Objective: Engage consumers around the LIFEWTR brand; grow LIFEWTR's email database.




they're *Real!* MASCARAS & EYELINERS
IN COLORS BEYOND BELIEF


#BEYONDBLUE #BEYONDPURPLE #BEYONGREEN


The shark that swims the fastest each day unlocks a killer prize from Benefit Cosmetics!

1. Follow @benefitbeauty on Twitter;
2. Tweet to @benefitbeauty using #killercolors AND your fave eyeliner color -
#beyondblue, #beyondgreen or #beyondpurple

Five random winners will take home the winning #killercolor!
Promotion runs 6/8-6/12. Official rules: <http://bit.ly/1M19Wje>

#BEYONDBLUE 

#BEYONDPURPLE 

#BEYONGREEN 

ne/it
BENEFIT COSMETICS

BENEFIT COSMETICS SUMMER HASHTAG LEADERBOARD





Use Case: Hashtag Leaderboard


Concept: In celebration of Shark Week, Benefit Cosmetics launched a shark themed hashtag leaderboard around three new shades of eyeliner.

Objective: Increase engagement on social media. Leverage timely event to boost brand's share of voice and visibility to grow customer base.

HUDSON'S BAY
#StarsOnStripes

1. Find one of our 25 Hudson's Bay Striped carpets located in and around our Downtown Hudson's Bay Store!
2. Snap a "shoefie" of your feet on the Striped carpet.
3. Instagram or Tweet your photo using #StarsOnStripes & tagging @hudsonsbay.

[Terms & Conditions](#) Share This:    



HUDSON'S BAY #STARSONSTRIPES CONTEST

Use Case: Social Content Stream

Concept: Playing off of July 4th, Hudson's Bay launched an in-store digital campaign leveraging their striped carpets on Instagram and Twitter. Fans who uploaded a photo of their feet on their signature carpet, were entered for a chance to win.

Objective: Encourage in-store visits using a social media campaign. Tie the Hudson's Bay brand with a popular summer holiday to increase engagement.

TRY ALL & VOTE!

3 NEW FLAVORS

3 WAYS TO VOTE

ENTER YOUR BIRTHDATE

VOTE NOW



M&M'S FLAVOR TEXT-TO-VOTE CAMPAIGN

Use Case: Text-to-Vote

Concept: Launch a text-to-vote and UGC campaign to solicit votes from consumers to pick a new M&M's flavor.

Objective: Take advantage of text messaging capabilities and direct UGC uploads to engage consumers online and in-store.

suddenly summer nailfie contest

summer is back! and you know what that means?
sunshine, flip flops and a mani to match.
 give us your best summer nailfie and you could win 1 of 5 Instax® Mini 9 instant cameras, plus 10 essie summer shades.

step 1
 take a nailfie with your favorite essie shade.

step 2
 upload and add some essie love with our exclusive stickers.

step 3
 submit (and share with friends!)

essie summer inspo

sunday funday



ESSIE "SUDDENLY SUMMER" NAILFIE CONTEST

Use Case: Photo Lab

Concept: To promote three new summer nail polish shades essie Canada launched their Suddenly Summer Nailfie Contest leveraging the popularity of Instagram nail art.

Objective: Increase general brand awareness and consumer engagement ahead of new product launch.

ONE PLATFORM, INFINITE CAMPAIGN POSSIBILITIES

Today's marketers recognize that to build and nurture their online and mobile audiences to drive purchase intent, they need to be engaging them through immersive digital experiences that reflect and enhance what consumers are already doing online.

To help, we created the Wyng Digital Campaign Platform, where anyone can quickly launch custom promotions, quizzes, UGC, meme generators, co-created video and much more using the most innovative library of interactive digital experiences to engage their consumers across all channels and in more than 6,000 different languages.

With Wyng you can leverage our Drag & Drop Builder to equip your entire team or enterprise with the ability to create, customize, preview, publish, and even copy and reuse, campaigns and promotions in the Wyng Platform.

No special training, no custom coding, all you need is an internet connection and a great idea to launch, customize, and begin seeing results with Wyng.

ABOUT WYNG

Wyng builds technology that powers compelling digital campaigns and promotions for agencies and brands.

Our culture is rooted in technology and marketing, spanning diverse disciplines and decades of experience across mar-tech, adtech, CX, UX, data, and core mobile and web technologies.

In 2011, Wyng powered the first ever hashtag campaign in connection with a Super Bowl ad, and continues to evolve its platform to align with shifts in consumer behavior. We believe great products are defined by intelligent architecture and a passion for innovation. Wyng is headquartered in New York City's NoMad neighborhood.

To learn more, visit wyng.com