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 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

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

**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.
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.
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.
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.
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**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.
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.
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 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.
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 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.
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.
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 great idea to launch, customize, and begin seeing results with 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