2017 WYNG GUIDE TO HOLIDAY CAMPAIGNS



Gift Yourself With Some Holiday Marketing Inspiration

As Mariah Carey's "All I Want for Christmas Is You," once again prepares to dominate the radio for another year, marketers are preparing for another holiday season. One that is sure to be exciting, stressful, chaotic, but promising.

The 2017 holiday season is shaping up to promise more mobile and online shopping and enhanced in-store experiences that merge both digital and live activations. Deloitte expects retail holiday sales to top \$1 trillion between the months of November and January this year. So, consumers will be shopping! And they'll be doing it online and via their mobiles.

With digital and mobile playing a key role this holiday shopping season, we've put together our 2017 Holiday Guide to equip you and your teams with campaign ideas, examples and best practices to help you connect with your customers and stand out for the all the right reasons this holiday season.

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25% Increase in mobile sales for Q4 2017

18% Increase in online sales for Q4 2017

Deck Out Your Marketing to Increase Engagement and Sharing

From promotions to Facebook Chatbots, we've been working hard all year long to gift our customers with the most innovative library of interactive social and digital experiences to engage consumers and increase conversions this holiday season.

With that in mind, we've put together a quick checklist to help you get started on planning a holiday shopping campaign that will guarantee success!



Create a special promotion or discount. This holiday season consumers will be on the lookout for free shipping deals



Consider a Facebook Chatbot to offer personalized promotions and product recommendations



Integrate your in-store and online marketing activities to create an omnichannel experience for consumers



Update your branding to get into the holiday spirit. Changes to your social media profiles or website can capture attention



Promote loyal customers and fans via photo and video UGC



Identify your desired Pixels (Facebook, Google, Adobe) to create audiences and enable retargeting





Ensure tracking and metrics are enabled for your campaigns so you can measure campaign success and strengths



sharing



Towards the end of the month, think about transitioning successful campaigns into the new year

Build and integrate your CRM with your campaign

Consider multiple campaign types to increase engagement and

The Four Stages of the Holiday Shopping Season

How to structure your campaigns in 2017

No matter how far ahead marketers start planning, the holiday marketing blitz can still feel like it crept up out of nowhere. Fluctuating demands and an increased understanding of online purchasing behaviors have led to a change in how brands and retailers plan holiday campaigns.

1. BLACK **FRIDAY & CYBER** MONDAY

Nov 13 - Nov 28

2. THE HOLIDAYS **ARE COMING**

Nov 29 - Dec 24

3. CHRISTMAS **& BOXING DAY**

Dec 25 - Dec 26

4. NEW YEAR'S **EVE & BEYOND**

Dec 27 - Jan 6

BLACK FRIDAY & CYBER MONDAY

Black Friday has remained that special day where consumers fight off their Thanksgiving food comas for a few hours to brave the crowds and grab great holiday shopping deals. However, this year, an increase in ecommerce and mobile sales, will tee marketers up for a great opportunity to launch online promotion, fan fave and discount campaigns to drive sales and social engagement.

WUNO





HOSTS INBOX TODAY'S SHOW SHOW INFO RECIPES CONTESTS VIDEO FIT SPOT STORE

SIGN UP

Run a quick and easy cross-device giveaway to build your CRM database and drop in a retargeting pixel in the lead up to Black Friday and Cyber Monday to offer personalized new promotions and discounts.

PRO TIP Pep

Start your campaign the Wednesday before Thanksgiving and end your campaign on Black Friday or Cyber Monday - instead of earlier - to ensure your email gets opened and your best deals get seen.





Wednesday 9/21 Catch the Cat

Email

First name



ENJOY BOOKS IN A WHOLE NEW WAY. LISTEN ANYTIME, ANYPLACE.











Last name

FAN FAVES

Let your audience choose their Black Friday or Cyber Monday deals by voting. Encourage consumers to vote on their favorite product, design, or selection to drive participation and engagement.

PRO TIP 909

Create a Bracket to run a series of face-offs to increase long-term engagement and participation and extend the reach of your holiday shopping promotions.

CELEBRATE THE 2017 EMMY AWARDS WITH L'ORÉAL PARIS

PICK YOUR FAVOURITE KIT, AND YOU CAN WIN IT!

<u>or</u>



Winter is Coming (Skincare Essentials)

First Name *



10 KITS ARE UP FOR GRABS. SELECT THE ONE YOU WISH TO WIN!



Red is the New Black (Red Carpet Must-Haves)



The Handmade's (Pony)tale (Haircare & Hair Styling Gems)

DEALS

Provide your customers with relevant deals to drive purchases. This campaign use case makes it quick and easy to release offers and track success.

PRO TIP Pep

Combine a Deals campaign with a Refer-A-Friend component to increase social sharing and leverage your consumers to help drive conversions. More than ever, consumers are turning to their friends and family for trustworthy recommendations.

holiday deals



Check out our Holiday 2017 Deals! More are coming each week, but until they're activated you'll see the green gift box. Come back soon and check what's wrapped up beneath!





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COUPON UNLOCK

Distribute coupons and build out your CRM profiles by encouraging consumers to fill out a form to reveal a special deal to drive in-store or online purchases with custom messaging.

PRO TIP

Plan ahead! You can integrate your website and CRM/ESP systems to make code generation, redemption, and usage tracking simple and efficient. EcoTresh

weekly Coupons

	Fill ou
First Name *	
Last Name *	
Email *	
Phone	
Zipcode *	
Birthday	
Month	
Please email me a	about f



ut the form below to claim your coupon

▼ Day ▼ Year ▼

future promotions

THE HOLIDAYS ARE COMING

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Mobile and online shopping are going to have their biggest year yet this holiday season and marketers will have to be prepared to offer omnichannel experiences that span in-store, online and mobile. Campaigns that recognize these trends stand to be the most successful and Wyng is perfectly poised to help build, launch and manage digital campaigns that will transcend physical and digital spaces this holiday season.

COUNTDOWN CALENDAR

Reminiscent of an advent calendar, invite consumers to countdown to the holidays with special deals, new product launches or exclusive content to drive repeat traffic and engagement.

PRO TIP

909

Add share components to your countdown calendar and reward consumers that share the campaign with another chance to win a prize.

Reach out to our Pro Serve team for tips on designing your calendars in a festive fashion

We





We're counting down to cozy!

Enter to win daily prizes! Click a pic below to enter!

UGC GALLERY

Display customer content on your website or in-store in a dynamic, responsive grid. UGC is a great tool to drive online or in-store social interaction and build brand affinity.



Use in-store signage and transactional emails to ask consumers to share their purchases or holiday moods. Then take their content, and make it shoppable with conversion units.



Share your favorite way to treat yourself and we'll share ours-the ultimate sweet retreat to California! We're treating one randomly selected grand prize winner (and a guest) to three nights at a luxurious hotel, roundtrip airfare, dining and spa giftcards, and more in either Napa or Santa Barbara - you choose! Additionally, five randomly selected lucky entries will win a full year of Prime Surprise Sweets.

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Snap a selfie or have a friend take a pic of you treating yourself to one of your favorite things.

(1)

Share it on Twitter or Instagram with #PrimeSurpriseSweets #TreatYourselfSweepstakes, tagging @primesurprisesweets. Entries can also be uploaded below or mailed in.



Life is sweet. Show us how you treat yourself.

HOW TO ENTER

(2)



By Nov. 28, find out if you won a luxurious California vacation or Prime Surprise Sweets for a year.

(4)

Keep on treating yourself. You deserve it!

TERMS & CONDITIONS

BILINGUAL SWEEPSTAKES

From Chanukah to Christmas to Kwanza, the December holidays are truly global. Give consumers the opportunity to sign up for a chance to win prizes or discounts and display your campaign in two or more different languages.

PRO TIP

909

Wyng offers turnkey text customization and translation features in our Drag & Drop Builder enabling marketers to launch multilingual campaigns in over 6,000 different languages.



Pick an Oh Canada! instax mini film frame / Choisissez un cadre instax Mini Oh Canada!

YOU COULD WIN PRIZES EVERY WEEK

- Special Edition mini 70 camera and (1) Oh Canada! Instax® Mini film pack
- Oh Canada! Instax[®] Mini Film (10 packs each week)

o purchase necessary. Odds of winning determined by total number of entries. Winners randomly selected June 9es chances de gegner dépendent du nombre total de participants. Les gegrants seront choisis au basard les 9, 16, 23 et 30 juin 201





Upload your Canadian inspired Selfle / Téléversez votre autoportrait d'inspiration canadienne

Share with friends / Partagez avec vos amis

Upload an Image / Téléverser une image



ECARD CREATOR

This holiday season put a digital spin on the classic paper greeting card by letting consumers create and personalize eCards to drive engagement and social sharing.

We believe in sweet gestures.

Send a note of appreciation with your favorite CakeCorner treat to someone who deserves a "sweet" gesture.

You deserve all the You aced your finals!

Congrats and enjoy

gour summer <3

appreciate you bole lot!

Thanks for picking me up at the airport, Jim! You rock!!

CO. CARGONIA I

To the smartest coolde in the jar. You are always write, Spenser.

Thanks Mimi, for always giving the best puppy cudalles!



PRO TIP Pep

Spend the time working on a great design and infusing a little humor into your eCards and your audience will be sure to share your branded images with friends and family.

CAKECORNER

Choose your favorite CakeCorner treat and send an eCard to someone you appreciate.



fou're all that plus he icing on top!

COULDN'T ADORE YOU MORE IF I TRIED <3



You're all that plus the icing on top!

Angela, you saved the day gesterday! Thank you for being a team



CHRISTMAS & BOXING DAY

Christmas Day is one of the busiest mobile shopping days of the year. Once the gift-giving has wrapped up, consumers will be turning to their mobile devices to use gift cards and look for the perfect gifts they missed out on this year. Retailers and brands that take a mobile-first approach to their campaigns and digital experiences will be the big winners. Help entertain your fans with compelling quizzes and offer social shopping experiences using Chatbots or shoppable feeds.

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summit.lifestyle

SHOPPABLE INSTAGRAM

Make your brand's Instagram content shoppable by creating a gallery designed to seamlessly drive consumers from your Instagram feed to products on your website.



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Deliver an easy mobile shopping experience for your consumer and drive them to your shoppable gallery by including the link in your Instagram bio and cross-promoting your Instagram on other social channels.















FACEBOOK CHATBOT

Chatbots provide brands with an invaluable method for interfacing with numerous consumers, instantly and naturally. Use a Chatbot to suggest new products, deals, and purchasing options.

PRO TIP

Facebook Messenger Bots provide a clear, AI driven, conversational entry point for users to easily engage and interact, allowing brands to achieve higher organic reach, post engagement, and form completion.

f Joy Mangano Posts Joy Mangano Joy Mangano 🗸 @JoyManganoOfficial Home Posts 365 Days of Giveaways Videos Photos About Notes Community **Events** 🗅 🖸 😯 8k Create a Page 661 shares Write a comment View all 4,512 comments 15 hrs · 🖓



QUIZ

Invite consumers to take quizzes to gain a deeper understanding of their shopping desires and to continue to engage with your audience. Run personality, diagnostic, or poll quizzes to promote deals and products.



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Ouizzes continue to be a favorite for fans of all ages. Make sure your quiz is prominent on your site to increase time spent on the page and clicks.



PARENTS AND FANS: VOTE FOR YOUR FAVORITE SET OF **CAMPBELL'S** SOUP LABELS FEATURING MARVEL'S SPIDER-MAN



WITH GREAT POWER COMES GREAT RESPONSIBILITY. VOTE FOR YOUR FAVORITE SET OF CAMPBELL'S SOUP LABELS FEATURING MARVEL'S SPIDER-MAN AND SEE THE WINNING LABELS ON STORE SHELVES NEAR YOU THIS FALL.



INSTANT WIN

Give something back to your fans during the holidays with an Instant Win campaign. Let users find out if they've won instantly with unique codes or predetermined winner numbers.

PRO TIP

Drive sales by rewarding fans with an instant discount code and see that conversion and click-through rates soar on the busiest mobile shopping days of 2017.





Sweepstakes

IN THEATERS MAY 6

THE WAR







Marvel Comics

NEW YEAR'S EVE & **BEYOND**

The lead up to New Year's Eve and January brings a boom in gift card sales and exchanges. It also drives a swell in web and social traffic as people go online to share their memories of Christmas.

New Year's Eve is the perfect time to build on existing consumer relationships and leverage increased traffic and social activity to highlight your fans.

CO-CREATED VIDEO

Encourage consumers to create and share videos with a branded filter to drive viewership as they share their mobile-ready, short-form videos with their friends and followers on NYE.

PRO TIP Pep

Add festive. branded filters and watch social engagements with your brand soar. Ensure your brand's message is pulled through by getting colleagues from around your company to contribute and pre-populate the feed.

SHARE YOUR AUDIBLE STORY FOR A CHANCE TO WIN

This fall, Audible is commemorating 20 years of storytelling-all made possible by you, our listeners. To celebrate, we're turning over the microphone: inviting you to enter our contest and tell us why you love to listen to Audible for a chance to win one of 20 brand-new Volvo SUVs.

Get inspired by watching some of our favorite narrators and team members tell us their Audible stories.

See Official Rules



20 PREMIUM VEHICLES FOR 20 PASSIONATE LISTENERS.

Audible lets you listen anywhere— and for a lot of our users, that means in the car. That's why we've handselected and customized twenty allnew 2018 Volvo XC60s to provide the best Audible experience.

View Car Details

VOTE FOR YOUR FAVORITE STORIES

We're looking for stories that celebrate Audible! Vote based on Creativity, Clarity, Energy & Authenticity.

VOTING ENDS 20 DAYS : 14 HRS : 14 MIN





Search by name		Q	
Sort by date	~	Filter by State	\sim

BOOMERANG GALLERY

Take advantage of the GIF and Boomerang craze and display Instagram Boomerangs and photos on your website to increase time spent and engagement through interactivity.

PRO TIP

Add a unique hashtag to easily collect NYE or holiday memories that your fans are sharing online. Consider adding a promotional element to encourage participation and sharing.





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#wyngtouchdowndance



SHOW US YOUR DODGEDOWD DANCE

UPLOAD AN IMAGE





Listen to The Accidentals' latest release Odyssey on Spotify, and follow the steps below to enter.

PLAYLIST **PROMO WITH** SPOTIFY

Inspire consumers to submit their favorite songs to be featured on your branded Spotify playlist.

PRO TIP 909

Ask your audience to create their perfect NYE hit list with a mix of old and new songs to ring in the New Year. Consumers can listen to music as they explore the campaign's collaborative album art gallery



Create your dream The Accidentals setlist on Spotify consisting of 15 original tracks and 4 cover tunes.

Share your dream setlist from The Accidentals and enter to win a chance to meet them on tour and play your set! Plus win a signed vinyl Odyssey LP!

5 runners-up will win a signed vinyl Odyssey LP.

Step 1

Follow The Accidentals on Spotify.

OFOLLOW 6.6m

Step 2

Step 3 Share your playlist with us.

HASHTAG UNLOCK

Encourage consumers to post content using a hashtag to unlock exclusive coupons, content and offers, increase traffic and boost engagement.



Activate your audience to drive brand exposure by offering extra deals or content if the goals are met.

SHOW US YOUR #COORDINATEDCOLORS

UNLOCK

70%

How do you coordinate outfits with your friends & loved ones? Share your ideas to unlock the Summit Clothing discount.

)% off

UNLOCKED!

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SAVE IN STORE & ONLINE

Start

Customizing the Holidays

Gift wrap your campaigns and add that extra sparkle with a custom campaign. Wyng has an expansive selection of out-of-thebox use cases to ensure campaign success this Christmas, but with the help of our Professional Services team, we can create something truly special for your brand.

Here are some recent examples of custom campaigns that we have designed.



One Platform, Infinite Digital 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.

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Juyna

Sans-Ser

Ubuntu

CLICK TO WATCH A CAMPAIGN BUILDING DEMO IN THE WYNG DRAG & DROP BUILDER

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

About Wyng

202,000 Campaigns

470 Million Visitors

For over six years, Wyng has powered the digital campaigns of leading brands and agencies worldwide. Wyng operates across social channels, on websites and microsites, and in-store.

Get started with a free Wyng account today!

wyng

250 Million Participants

Whether capturing sign ups, driving referrals or collecting user generated content, Wyng facilitates meaningful consumer participation.