

WYNG CAMPAIGNS OF THE YEAR

THE BEST OF 2017

BEST WYNG CAMPAIGNS OF 2017

With another trip around the sun complete, it's time for us to reflect back on 2017, from Beyoncé's baby announcement to the Oscars mix-up to Proctor & Gamble cutting digital ad spend by \$140 Million, 2017 was a year full of surprises.

While much of the world was busy creating their own "Cash Me Outside" memes, we kept our eye on the marketing and social media trends and campaigns that defined the year.

We've compiled our favorite Wyng "Campaigns of the Week" that drove engagement, increased data acquisition using Facebook Chatbots, and broke through the noise in 2017 to redefine what digital marketing success looks like.

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WYNG CAMPAIGNS IN 2017

While 2017 was full of ups and downs when it came to our Wyng customer's interactive social and digital campaigns things were a bit more predictable thanks to the launch of our Digital Campaign Index (DCI) this past year.



On average, Wyng customers saw:

- 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

FACEBOOK CHATBOT

According to a 2017 study done by Myclever, over 70% of consumers prefer to engage via Chabot rather than an app. That same study also found consumers see Chatbots as the fastest way to get content, help, and answers to their questions. Experiential marketing is the future and Chatbots will enable brands and agencies to offer better experiences to consumers.



JOY MANGANO'S FACEBOOK CHATBOT GIVEAWAY

Concept: Promote the release of new Joy Mangano products through a three-day, Facebook Chatbot Giveaway

Objective: Encourage fans to engage with and share the Joy Mangano giveaway and Facebook content. Increase online presence for the Joy Mangano Facebook page

Use Case: Facebook Chatbot



PROMOTIONS & SWEEPSTAKES

Promotions, sweepstakes, and sampling programs were still as important as ever in 2017. Marketers took promotions and sweepstakes to the next level in 2017 by creating omnichannel, immersive experiences for their consumers taking full advantage of available data and optimizing their campaigns to collect more useful data to inform future activities.

ADIDAS AND REFINERY29 BOOST THE NATION

Concept: Create an integrated campaign with adidas' ecommerce platform to launch the first ever digital silent auction to promote adidas' UltraBoost X sneakers

Objective: Encourage consumers to take part in the first ever digital silent auction to benefit Women Win in partnership with Refinery29

Use Case: Custom Fan Faves





Get a chance to win every time you find santa on sobeys web pages



SOBEYS' INSTANT WIN SEEK SANTA CONTEST



Concept: Host a digital holiday treasure hunt for Santa on the Sobeys website. If consumers find Santa they could win prizes instantly

Objective: Increase consumer engagement and drive repeat website visits and conversions during the holiday shopping season

Use Case: Instant Win

EVITE'S "TINY PARTY FRIENDSGIVING" FACEOFF



Concept: Pit two party influencers in a head-to-head Friendsgiving party design challenge on a tiny \$500 budget

Objective: Encourage consumers to vote for their favorite influencer to drive engagement and build brand loyalty

Use Case: Faceoff





Great! You're signed up for a chance to win the trip to Italy! Now, just for getting friends to sign up, you'll get more chances to win!

Be sure to use your personalized link and share it with your friends and family.

Use this special link to share, so when friends sign up, you get credit: http://bit.ly/

FAZOLI'S "NATURALLY ITALIAN"SWEEPSTAKES



Concept: Engage consumers by offering the chance to win a trip to Italy or a year's worth of free Fazoli's Family Meals to drive brand awareness, sharing and signups

Results: Fazoli beat its monthly email engagement average in one campaign. Fazoli's had over 27,000 entries for the campaign, a third of whom opted into the restaurant's email marketing lists

Use Case: Sign Up & Refer a Friend

L'OREAL PARIS' EMMY AWARDS FAN FAVORITE PROMOTION



Concept: Launch a fan favorite promotion to encourage new sign ups through a beauty kit giveaway during the Emmy Awards

Objective: Promote L'Oréal's beauty products and collect new consumer emails

Use Case: Fan Faves and Sign Up



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





BAI'S "EXOTIC VACATION" SWEEPSTAKES



Concept: Drive brand awareness and sign ups through a sweepstakes to win multiple exotic vacations

Pro tip: Along with creating the microsite to collect sign ups, Bai created an interactive site embedded on their website linked to their social media accounts and product pages. Consumers had multiple opportunities to engage with Bai and their products.

Use Case: Sign Up



JOHNSON & JOHNSON AND STORKS PROMOTION



Concept: Launch an interactive promotion to engage consumers around the "Storks" movie and J&J products

Objective: Drive J&J sales and promote the "Storks" movie with receipt-redemption program for free toy

Use Case: Sign Up





MAYBELLINE DREAM CUSHION LAUNCH SWEEPSTAKES



Concept: With the launch of their new Dream Cushion Foundation, Maybelline New York Canada wanted to promote their new product through a simple enterto-win sampling program

Objective: Acquire new email addresses and customers. Easily sync data with CRM system

Use Case: Sampling



COUNTDOWN CALENDARS

Countdown Calendars are a great way to count down to a big event or milestone with special deals and offers that drive repeat traffic and engagement. In 2017, we saw Wyng customers use Countdown Calendars to create immersive digital experiences that kept their consumers coming back day after day to see what was being released next driving up website traffic, clicks, and conversions!



WE'RE CELEBRATING THE HOLIDAYS WITH 12 DAYS OF GIVEAWAYS! CHECK BACK FOR A NEW SURPRISE EACH DAY AND ENTER TO WIN BELOW.



"12 DAYS OF KINKY BOOTS" COUNTDOWN CALENDAR



Concept: Launch a Countdown Calendar to get Kinky Boots fans excited during the holiday season with exclusive giveaways

Objective: Drive retargetable traffic to website and reward loyal Kinky Boots and Broadway fans to encourage ticket sales

Use Case: Countdown Calendar

GARAGE'S "COUNTDOWN TO COZY" GIVEAWAY



Concept: Reveal new content and give chances to win prizes each day to promote new fall apparel

Objective: Encourage consumers to visit garageclothing.com and sign up via emails for the chance to win prizes revealed each day

Use Case: Countdown Calendar



We're counting down to cozy!









SKITTLES & MARVEL'S GUARDIANS OF THE GALAXY COMIC SWEEPSTAKES

Concept: Launch a Countdown Calendar sweepstakes to offer Marvel fans unique prizes ahead of the premiere of Guardians of the Galaxy

Objective: Engage consumers with a fun sweepstakes to increase general brand awareness and encourage intheater product sales

Use Case: Countdown Calendar



LUSTER'S SUMMER OF SMILES SWEEPSTAKES



Concept: Launch a Countdown Calendar that capitalizes on the Summer of Smiles

Objective: To pair with complementary brands and promote their new Two Minute White dental whitening kit

Use Case: Countdown Calendar



Click on the unlocked tiles below and enter your information for a chance to WIN!

Last day to enter for all prizes is 9/30



PHOTO AND VIDEO

2018 is going to be the year that marketers focus on honing the skills necessary to elevate and breakthrough all of the noise across online and social channels. 2017 set the stage for experimenting, adjusting and adapting to the different digital marketing tools and tactics available. Social and video marketing, in-store and mobile offers, content marketing, experiential and ephemeral marketing formats are all going to change the game in 2018 and will be rooted in photo and video.

THE WEATHER CHANNEL'S "IT'S AMAZING OUT THERE" PHOTO CONTEST

Concept: Amateur and pro photographer photo competition to highlight the most spectacular photos of nature

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Objective: Encourage consumers to share their best photos with the Weather Channel for use across their web and social assets

Use Case: Photo and Video Contest



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MAKE YOURSELF CHEEZIER

You know you want to. In seconds, you too can become cheezier than ever.



DAIYA'S "MAKE YOURSELF CHEEZIER" PHOTO LAB

Concept: Launch an out-ofthe-box digital campaign to celebrate Daiya's new cheezier than ever products

Objective: Get consumers excited for and talking about Daiya's new and improved cheese products and raise brand awareness on social media.

Use Case: Photo Lab

REEBOK'S "SWEAT STYLE" NYFW CONTEST

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Concept: Have fashionistas share their most fierce workout looks during New York Fashion Week for a chance to win a Reebok shopping spree

Objective: Have consumers engage and share their best Reebok and workout looks on social media with Reebok

Use Case: Content Gallery on Website



SNAP. SWEAT. STRUT. REPEAT.

Feel great and look good with Reebok and New York Fashion Week! Show us how you sweat in style for the chance to win a \$500 gift card for the ultimate Reebok shopping spree and other exclusive offers that'll keep you fashionable and fit.





To celebrate CNDC's newest show, THE JCB INTERVEW, we want to hear from you! Tell us your craziest, most awkward or weildest interview stories.

RECORD AND UPLOAD YOUR VIDEO BELOW

You can also use #MyWonsLiddinterview on Twitter or Instagram to submit your story.

Tell us what happened during your worst job interview for a chance to appear in our gallery below or you may even be featured on CNBC.

Like us on Facebook (@thejobinterviewonbo) 📑

Follow us on Twitter (Othejabinterview) 😏

Follow us on instagram (@thejobintarviewenbe) 🔂

UPLOAD A VIDEO



Pigital Campaign Index* 60

STEP 1:

DRATE A VERO

STEP 2:

INDER YOUR VIDE

STEP 3:

CNBC'S "MY WORST JOB INTERVIEW" VIDEO GALLERY

Concept: Launch a co-created content video gallery to accompany the premiere of CNBC's new series "The Job Interview"

Objective: Drum up excitement ahead of the series premiere; give viewers an opportunity to engage and contribute to CNBC's Video Gallery

Use Case: Brand Video Filter

VERIZON'S #WENEEDMORE CAMPAIGN

Concept: Launch a national campaign and content hub around the hashtag #weneedmore to call attention to the millions of students across the U.S. who lack technology in schools

Objective: Raise national awareness for the issue and encourage consumers to visit the #weneedmore online content hub

Use Case: Featured Content Gallery



Inspiration is contagious. Here are people, stories and careers to inspire and amaze.





BROUGHT TO YOU BY 🚳 ARM & HAMMER™ cat litter, JCPenney | portraits, & Petmote

UPLOAD YOUR PHOTO



ARM & HAMMER™ CAT PHOTO CONTEST



Concept: Have cat owners upload their favorite fun and creative photos of their cats for the chance to win a variety of prizes

Objective: Encourage consumers to engage and share their best cat photos with ARM & HAMMER and JCPenney Portraits; build and nurture brand affinity

Use Case: Photo Contest with Voting

LG'S "THIS IS REAL" PHOTO LAB



Concept: Launch a digital campaign in conjunction with the LG "This is Real" campaign

Objective: Highlight and celebrate promises made by their consumers to stay true to themselves and give them the chance to win the new LG V30

Use Case: Photo Lab

Results: Over 1.5 million campaign visits!





ENTER YOUR PHOTO!

To enter your photo in the 2017 Empire State Building Photo Contest, upload your photo and complete the form below.



EMPIRE STATE BUILDING'S #ESBMOMENT CONTEST



Concept: Photo contest to capture and highlight unique moments taking place at the Empire State Building

Objective: Encourage consumers to share their photos taken at the Empire State Building for the #ESBMoment photo competition

Use Case: Photo Contest with Voting

M&M'S AND WALGREENS 'RED NOSE' DAY



Concept: Generate awareness for Red Nose Day, a campaign dedicated to raising money for children and young people living in poverty

Objective: Take advantage of brickand-mortar shopper locations to launch an omni-channel experience that merged in-store and digital experiences to increase awareness and participation

Use Case: Flex Grid Gallery

IT'S RED NOSE DAY **#NosesOn** Share a funny face selfie to help spread the word on how you can help children in need: Take a funny face grouple or selfle. UPLOAD AN IMAGE 6 Share on social media with #NosesOn to join Proud supporters of Red Nose Day movement to help children in need. You can help by going to Walgreens to purchase Red Nose and supporting brands.



NICK SPLAT'S SNICK PHOTO LAB



Concept: Launch a digital campaign in conjunction with the 25-year anniversary of Saturday Night Nick (SNICK)

Objective: Hype Nickelodeon's SNICK reboot with a viral and engaging social campaign using branded photo frames

Use Case: Photo Lab



FUJIFILM'S "OH CANADA" PHOTO LAB

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Concept: Launch a bilingual campaign in French and English to generate awareness for the Fujifilm Instax in Canada

Objective: Give consumers the opportunity to sign up for a chance to win a Fujifilm prize package and display their campaign in two different languages

Use Case: Photo Lab and Bilingual Sweepstakes share your Share your Canada!









ZOETIS' #IVACCINATED ANIMAL HEALTH CAMPAIGN

Concept: Launch a digital campaign for horse owners to encourage and educate on horse vaccination

Objective: Drive brand awareness and build a relationship between Zoetis and horse owners through a photo sweepstakes

Use Case: Photo Lab



TEXT AND EGREETING CREATORS

2017 was such a rich year for memes, viral tweets, and internet sensations that you could easily map out the year by when each new meme took the crown and dominated social media. When consumers weren't snapping and sharing their own videos and photos, they were sharing text-based memes and brands took notice by creating campaigns that gave consumers the chance to create their own memes, ecards, fill in the blank, and text generators.

ASHLEY STEWART #SHEDIDTHAT



Concept: Ashley Stewart launched the #SheDidThat campaign, to showcase all body types via a UGC campaign

Objective: Drive engagement and brand affinity by encouraging consumers to upload and personalize content

Use Case: Text Choice Generator







Upload a photo, pick a frame & enter to win!





HARPOON'S #LOVEBEERLOVELIFE THANKSGIVING ECARD CREATOR



Concept: Create an engaging and shareable Thanksgiving extension of Harpoon's #LoveBeerLoveLife campaign

Objective: Encourage consumers to share and celebrate Thanksgiving by sharing a personalized eCard with friends and family

Use Case: eCard Creator

WHATABURGER'S "SEASON'S EATINGS" EGREETING CREATOR

Concept: Create a fun and shareable holiday eGreeting campaign to encourage Whataburger consumers to share eCards with friends and family

Objective: Have consumers personalize and share branded Whataburger holiday eGreeting cards

Use Case: eGreeting Creator





FEBREZE'S #ODORODES



Concept: Febreze hit it head-on: their product is used for smelly situations. They launched a campaign where consumers were asked to embrace that fact by creating an #OdorOde by uploading a photo of something they love (but which stinks) and giving it a custom caption

Objective: Generate buzz for #OdorOdes and inspire consumer participation

Use Case: Fill in the Blank



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.

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