

The Wyng Guide to Use Cases

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, ad-tech, 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

For over six years, Wyng has powered the digital campaigns of leading brands and agencies worldwide.

470

Million Visitors

Wyng operates across social channels, on websites and microsites, and in-store.

250

Million Participants

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

Wyng Template Categories

ACTIVATIONS



Launch unique digital and user generated content-based activations across channels to increase reach, inspire consumer content and capture first-party data.

PROMOTIONS



Engage consumers with incentive-based campaigns that increase reach and sharing, yield user generated content and capture first-party data.

VISUALIZATIONS



Create and host a variety of consumer and brand-produced content within visualizations like galleries and carousels on landing sites, microsites, in-store and web embeds.

ACTIVATIONS



Photo Lab



eGreeting Creator



eCard Creator



Text Choice Generator



Brackets



Fill in the Blank



Cause Marketing



Countdown Calendar



Trivia Quiz



Personality Quiz



Faceoff



Hashtag Faceoff



Social Content Stream



Hashtag Leaderboard



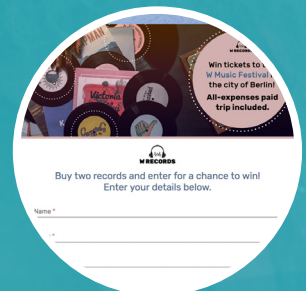
Hashtag Unlock



Coupon Unlock



Fan Faves



Bilingual Sweepstakes



1: Upload your photo and personalize with stickers

2: Tell us one of your Little Wonders

3: Submit and share your photo with #LittleWonders



Personalize your photo >

#LittleWonders

Gallery



CAMPAIGN NAME

Johnson's Baby | #LittleWonders

OBJECTIVE


Encourage consumers to apply custom stickers and frames to uploaded photos to boost participation in a fun, creative way and increase social sharing.

GOALS ACHIEVED

- Activate consumers / audience
- Acquire consumers / grow audience
- Drive engagement / loyalty
- Support UGC strategy
- Drive traffic to site



















We believe in *sweet* gestures.

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

GET STARTED

<p>You're all that plus the icing on top!</p> <p>Emily - great job winning at 6am!</p> 	<p>You're all that plus the icing on top!</p> <p>Thanks for all you do! Rock on!</p> 	<p>To the smartest cookie in the jar.</p> <p>You are the greatest person I've ever met on this large lovely planet they call Earth. I love you so much!!</p> 	<p>You're all that plus the icing on top!</p> <p>COULDN'T ADORE YOU MORE IF I TRIED <3</p> 
<p>To the smartest cookie in the jar.</p> <p>You are always write, sender.</p> 	<p>You deserve all the brownie points.</p> <p>Thanks Mimi, for always giving the best puppy cuddles!</p> 	<p>You're all that plus the icing on top!</p> <p>You're the best Jaina, thanks for all you do!</p> 	<p>To the smartest cookie in the jar.</p> <p>I can always count on you, James to come with the best idea. Thanks buddy!</p> 
<p>I appreciate you a hole lot!</p> <p>...e, you're the best for giving me some pointers for my latest project.</p> 	<p>You're all that plus the icing on top!</p> <p>Angela, you saved the day yesterday! Thank you for being a team player.</p> 	<p>You deserve all the brownie points.</p> <p>Nobody goes the extra mile more than you do, Amy! We appreciate your hard work.</p> 	<p>I appreciate you a hole lot!</p> <p>Deirdre are</p> 

CAMPAIGN NAME

Wynng | We Believe in Sweet Gestures

OBJECTIVE

Have consumers personalize and share branded eGreeting cards with their friends and loved ones.

GOALS ACHIEVED

- Activate consumers / audience
- Drive engagement / loyalty
- Support UGC strategy

I appreciate you a hole lot!

I can always count on you, Deirdre! Thanks for coming through when I needed your help!

CAKECORNER



You're all that plus the icing on top!

You're the best Jaina, thanks for all you do!

CAKECORNER



You deserve all the brownie points.

Thanks Mimi, for always giving the best puppy cuddles!

CAKECORNER



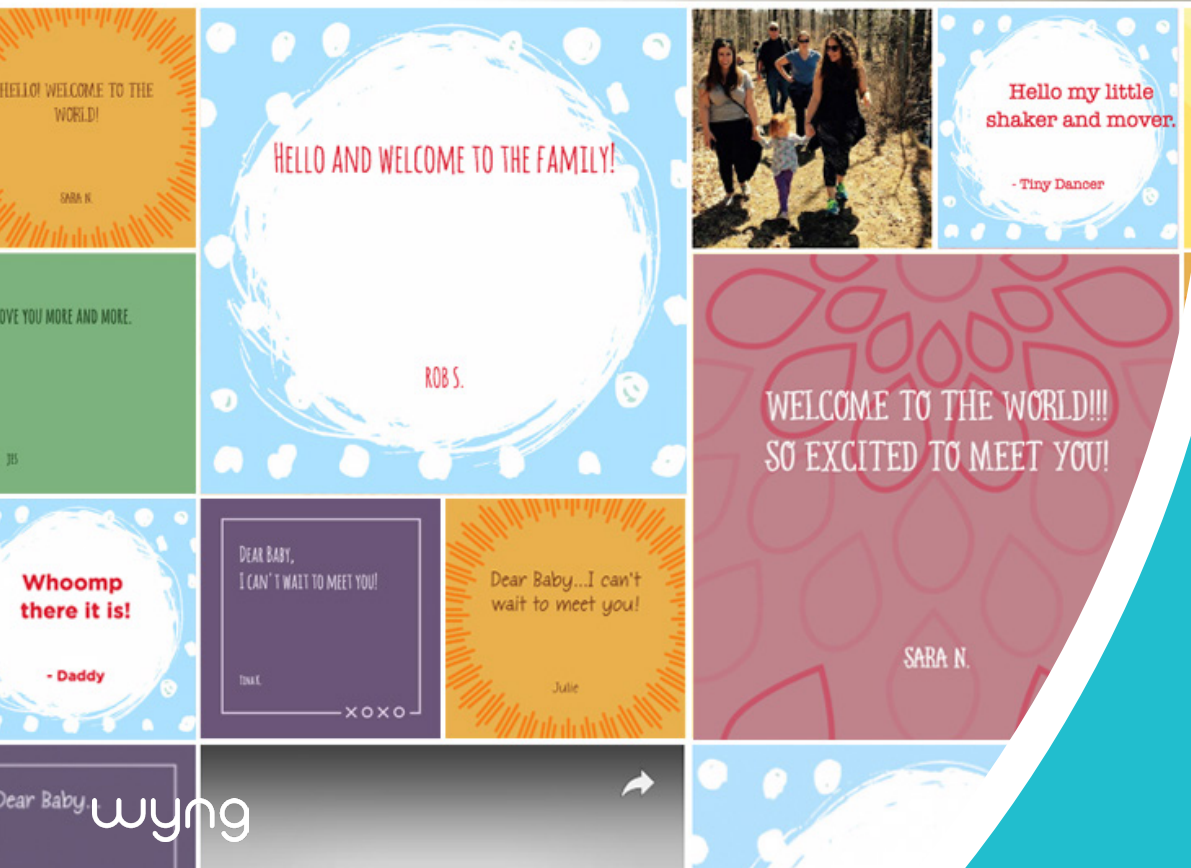


How will you greet your baby?

The first time you hold your baby is an amazing, unforgettable experience. What will you say during your first hug? Tell your baby how you'll greet them, and read what other expecting moms are saying.

WRITE BABY A MESSAGE

SHARE THIS:



CAMPAIGN NAME

Huggies | #DearBaby

OBJECTIVE

Have consumers create and personalize eCards to drive participation and social sharing.

GOALS ACHIEVED

- Activate consumers / audience
- Drive engagement / loyalty
- Support UGC strategy



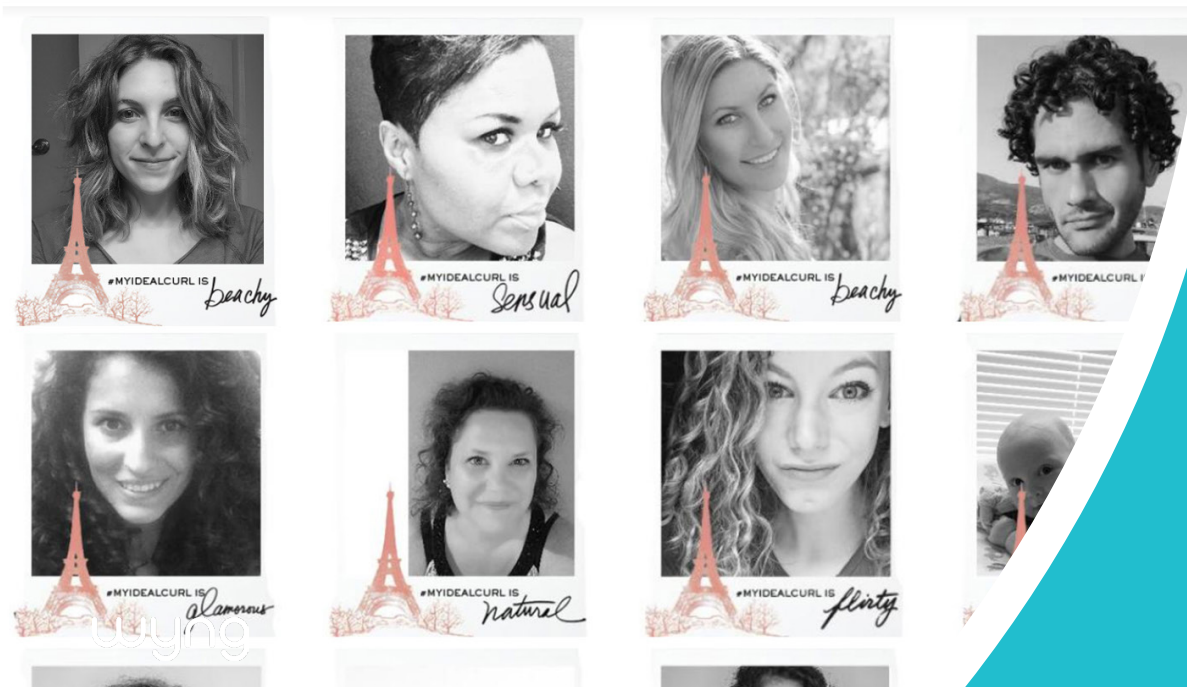
TEXT CHOICE GENERATOR



SHOW OFF & SHARE YOUR CURL STYLE IN 3 SIMPLE STEPS:

- 1 UPLOAD A SELFIE
- 2 FILTER WITH THE KERASTASE TOUCH
- 3 SHARE YOUR CURL STYLE

UPLOAD A PHOTO



CAMPAIGN NAME

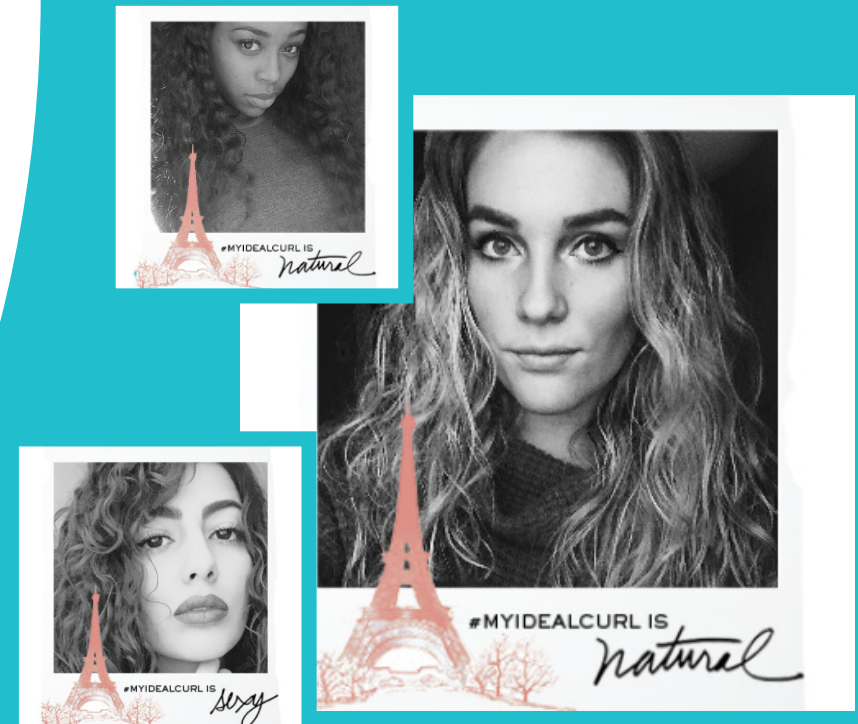
Kérastase | #myidealcurl

OBJECTIVE

Encourage consumers to create memes by selecting a response or text choice from a drop-down and share their image to drive participation with your brand.

GOALS ACHIEVED

- Drive engagement / loyalty
- Support UGC strategy



BRACKETS



MATCHUP 1



PANAMA PEACH



PUNA COCONUT PINEAPPLE

MATCHUP 2



CAMPAIGN NAME

Bai | the Exotic 8

OBJECTIVE

Allow consumers to vote for favorites in a bracket to drive repeat site traffic and time on site.

GOALS ACHIEVED

- Drive engagement / loyalty
- Drive brand affinity

MATCHUP 3



KULA WATERMELON



IPANEMA POMEGRANATE

FILL IN THE BLANK



LIGHT

Darkness exists, but there is radiant
light within each of us. We are Lady Liberty's
movement of light and hope.

#CARRYLIGHT

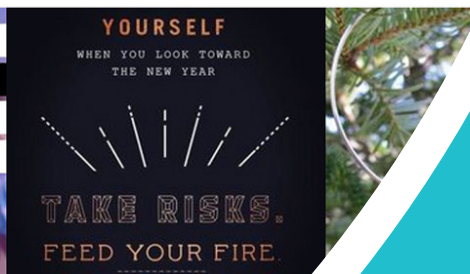
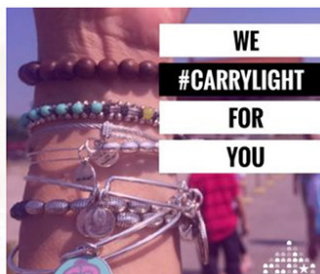


LIGHT GENERATOR

SHARE WITH THE WORLD HOW YOU
#CARRYLIGHT

Join the global movement to ignite the light
in others and create one light indivisible.

FILL IN THE BLANK ►



CAMPAIGN NAME

Alex & Ani | #CarryLight

OBJECTIVE

Encourage consumers to create memes with a fill in the blank and share their image to drive participation with your brand.

GOALS ACHIEVED

- Drive engagement / loyalty
- Support UGC strategy

WHAT DO YOU
#CARRYLIGHT FOR?

1. Upload your photo

UPLOAD A PHOTO

2. Choose a frame

Dark caption ▼

3. Share what you #CARRYLIGHT
for (10 characters max.)*

FAMILY



ROTATE UPLOAD

[VIEW OUR PRIVACY POLICY](#)

Submit

1,436,037

ARE CARRYING LIGHT

CAUSE MARKETING



SHOW US YOUR PEACE SIGN

①

Snap a photo or video
and show us
your peace sign

②

Post it to Twitter,
Instagram or Vine
with #peacerocks

③

We'll donate \$1 to
the Ringo Starr
Peace & Love Fund



PEACE
ROCKS

► Learn More
About the Cause



CAMPAIGN NAME

John Varvatos | #PeaceRocks

OBJECTIVE

Promote a charitable event or drive donations by encouraging consumers to submit a photo or video via hashtag.

GOALS ACHIEVED

- Drive engagement / loyalty
- Activate consumers / audience



COUNTDOWN CALENDAR



Present

Our Merry Makeover Sweepstakes

Click on an open box below to enter for a chance to win our daily prize and the grand prize—a holiday home makeover, featuring Hallmark and QVC products! Check back daily from July 16–30 for another chance to win. We're unlocking a new prize each day!



CAMPAIGN NAME

Hallmark & QVC | Our Merry Makeover Sweepstakes

OBJECTIVE

Invite consumers to count down to important holidays, launches or premieres to drive engagement and click-through.

GOALS ACHIEVED

- Drive traffic to site
- Stay top of mind
- Drive engagement / loyalty

\$25 QVC Gift Card & \$25 Hallmark Gift Card



For me and one for you! Click on the image above for a chance to win both a \$25 QVC Gift Card & \$25 Hallmark Gift Card. You'll be automatically entered for a chance to win the grand prize — a holiday home makeover. And check back tomorrow, we're unlocking the next festive prize!

Be sure to shop distinctive Hallmark gifts and more during QVC's Christmas in July.

[Shop Now](#)

[ENTER NOW!](#)

TRIVIA QUIZ



HELLO PARENTS. WHAT IS YOUR SNACK IQ?

Get 75¢ off Chobani Kids® Greek Yogurt. Copy

How much **less** sugar does Chobani Kids® Greek Yogurt have than leading kids yogurt?



10%

25%

20%



CAMPAIGN NAME

Chobani | What is Your Snack IQ?

OBJECTIVE

Invite consumers to take trivia quizzes to test their knowledge on certain topics and reward accordingly.

GOALS ACHIEVED

- Drive brand affinity
- Stay top-of-mind
- Acquire consumers / audience
- Drive engagement / loyalty
- Activate consumers / audience
- Drive traffic to site

HELLO PARENTS. WHAT IS YOUR SNACK IQ?

Get 75¢ off Chobani Kids® Greek Yogurt. Copy

ALL OF THE ABOVE.
You'll find Chobani Kids® Greek Yogurt anywhere you find kids.



Playground



School



Home



On The Go



Yogurt has 25% less and kids love it!*

*Chobani Kids® pouch: 10g sugar, 8g protein; leading kids' yogurt: 14g sugar, 3g protein per 3.5oz serving

10%



25%



20%



15%



WHAT IS YOUR SNACK IQ?

Copy



PERSONALITY QUIZ



prime PERSONALITY?



OUR QUIZ AND ENTER FOR A CHANCE TO WIN \$2,000 IN AMAZON.COM GIFT CARD

1. Pick one



2. The first thing that comes to mind...



- ☐ Yep, I use my boxes for building forts...and recycling ...and moving... and...
 - ☐ That's a light week.
- ☐ Cute dog, I wonder what its name is.
- ☐ I wonder if there are any good books in those boxes?
- ☐ That's about the size of my DVD collection before streaming.

3. How many Golden Globes did Transp?

CAMPAIGN NAME

Amazon | What is Your Prime Personality?

OBJECTIVE

Invite consumers to take fun BuzzFeed style personality quizzes to gain a deeper understanding of interests and deliver a unique outcome / personality based on their selections.

GOALS ACHIEVED

- Drive brand affinity
- Stay top-of-mind
- Acquire consumers / audience
- Drive engagement / loyalty
- Activate consumers / audience
- Drive traffic to site

4. Kindle First is...



- ☐ Keeping me up-to-date with my reading.
- ☐ Another reason I love being a Prime Member!
 - ☐ A new read now and then.
- ☐ The best thing about the first of the month!
- ☐ Not quite as awesome as Amazon Exclusives.

6. The last thing



- ☐ Will arrive tomorrow!
- ☐ I order way too much to remember specifics.
 - ☐ Probably a couple of weeks ago.
 - ☐ A book. Duh.
- ☐ Is streaming the same as ordering?



CAMPAIGN NAME

Project Runway | The Better Look Sweepstakes

OBJECTIVE

Encourage consumers to vote for their favorite of two options to drive engagement and build stronger relationships.

GOALS ACHIEVED

- Drive traffic to site
- Drive brand affinity
- Stay top-of-mind
- Acquire consumers / audience
- Drive engagement / loyalty
- Activate consumers / audience



SONJIA'S LOOK

4651

[Vote](#)

Add a comment

308 Comments

Sort by Newest



MICHELLE'S LOOK

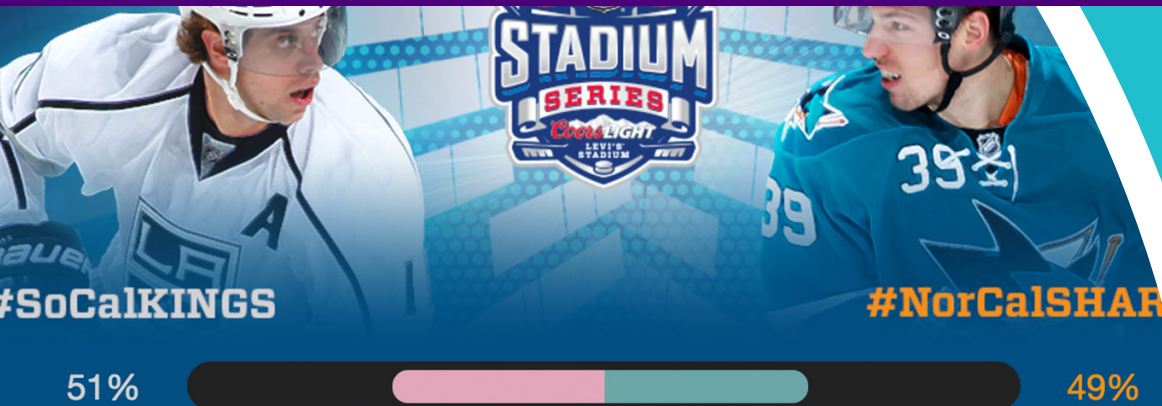
1315

[Vote](#)

Add a comment

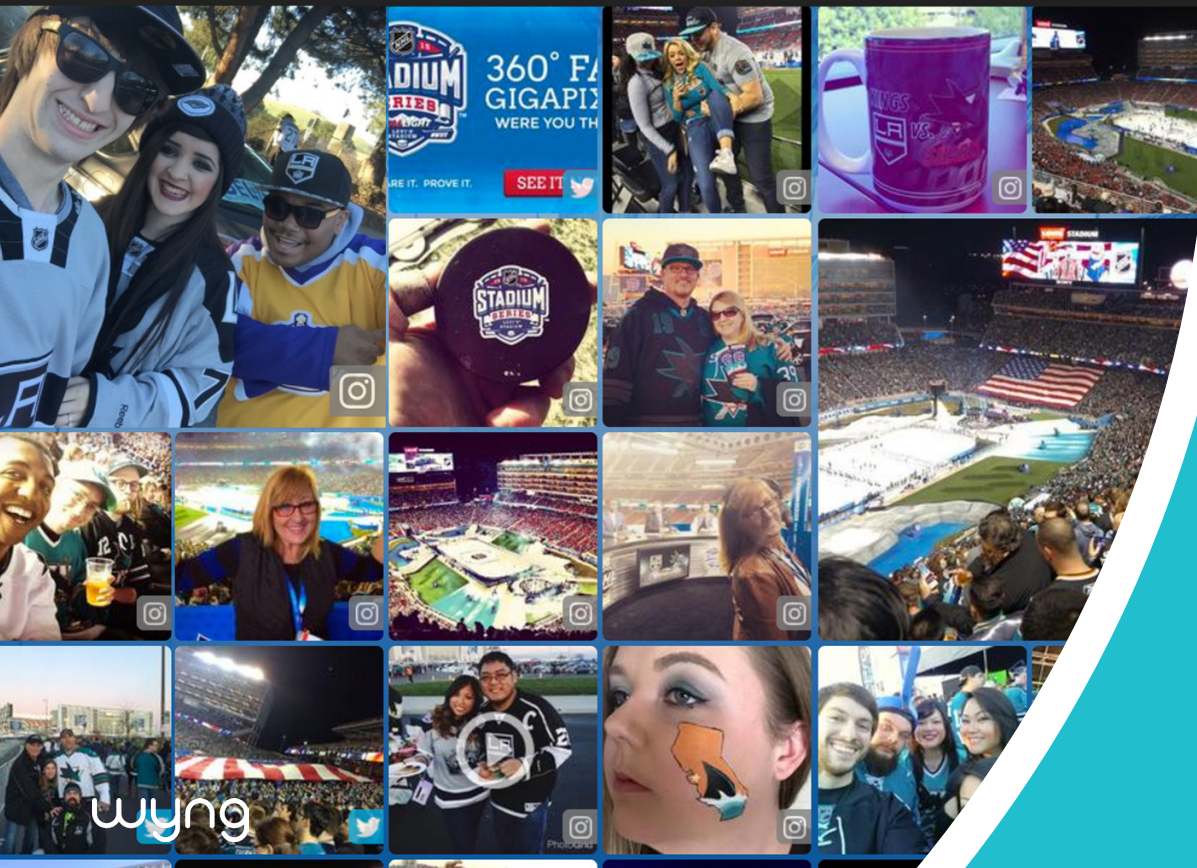
699 Comments

HASHTAG FACEOFF



Use the hashtag #StadiumSeries AND #SoCalKINGS OR #NorCalSHARKS to submit your photo and vote who you think will win the 2015 Coors Light NHL Stadium Series.

Share This:    



CAMPAIGN NAME

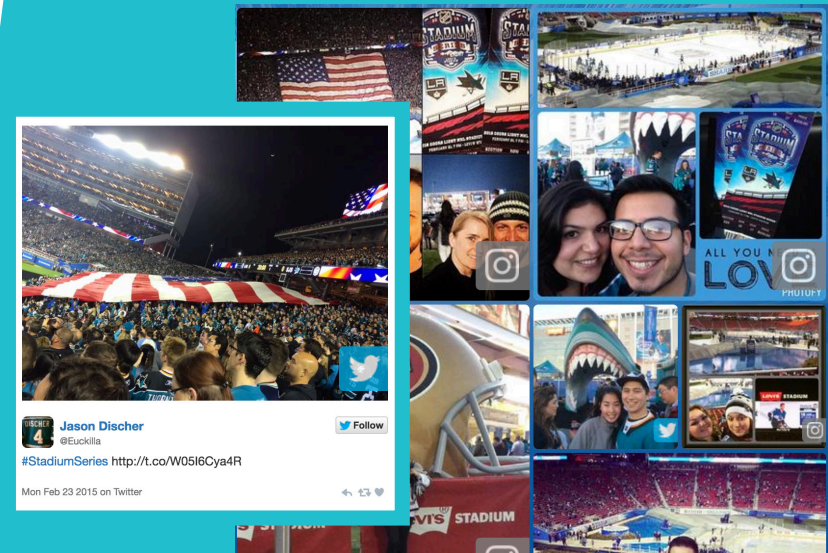
NHL | #StadiumSeries

OBJECTIVE

Encourage consumers to vote for their favorite of two options by posting content using a hashtag to drive social engagement and collect consumer content.

GOALS ACHIEVED

- Drive engagement / loyalty
- Activate consumers / audience
- Drive traffic to site
- Drive brand affinity
- Stay top-of-mind
- Support UGC strategy



SOCIAL CONTENT STREAM



#FUTUREVOLVOCONTEST

IN THE FUTURE, CARS WILL _____

STEP 1

Tweet your answer using #FutureVolvoContest

STEP 2

Wait for a response from @volvocarsusa & follow the link to complete your entry.

STEP 3

You could win a trip to L.A. to see the premiere of The Space Between Us.



Tweet



SPACE BETWEEN US
No purchase is necessary. Open only to legal residents of the 50 United States and D.C. older and the legal age of majority. Entry period begins 9:00 a.m. ET on 10/17/16 and ends on 11/6/16. To complete entry, after sending a tweet that contains the required #FutureVolvoContest, access the contest website (via link sent to you in reply) and submit your answer by 11:59 p.m. ET on 11/6/16. For full Official Rules, visit <http://bit.ly/2dip5Ek>. Void where prohibited. Sponsored by Volvo Car, USA, LLC, Rockledge, NJ.

CAMPAIGN NAME

Volvo | “In the Future, Cars Will _”

OBJECTIVE

Encourage consumers to share a story or response using your branded hashtag, and leverage auto-response technology to drive to a data capture form, and/or acquire rights to re-use the content.

GOALS ACHIEVED

- Help automate community management efforts
- Maximize social chatter
- Collect social IDs and first party data



KairaWolfie
@KairaWolfie

Follow

#FutureVolvoContest In the future cars will be able to fly

11:36 AM - 5 Nov 2016



Volvo Car USA @VolvoCarUSA · 5 Nov 2016

@KairaWolfie thanks for sharing your vision for the future of driving. For your chance to win, complete this: bit.ly/2epqqqi



HASHTAG LEADERBOARD



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



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/1Mt9WJe>

BEYONDBLUE

BEYONDPURPLE

BEYONGREEN

CAMPAIGN NAME

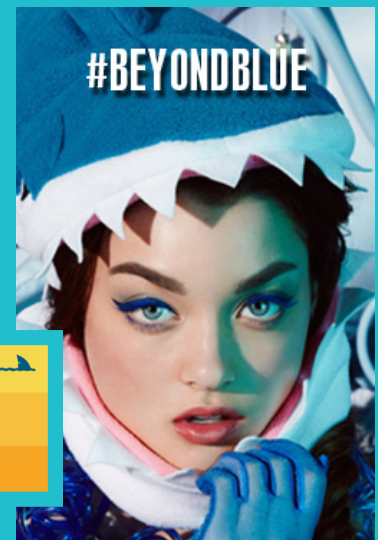
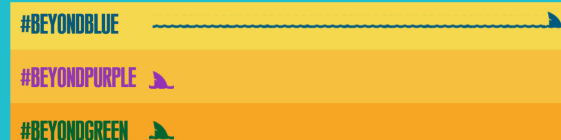
Benefit Cosmetics | #killercolors

OBJECTIVE

Invite consumers to vote on two or more options by posting content using a hashtag and show voting stats in real-time to drive social engagement and collect consumer content.

GOALS ACHIEVED

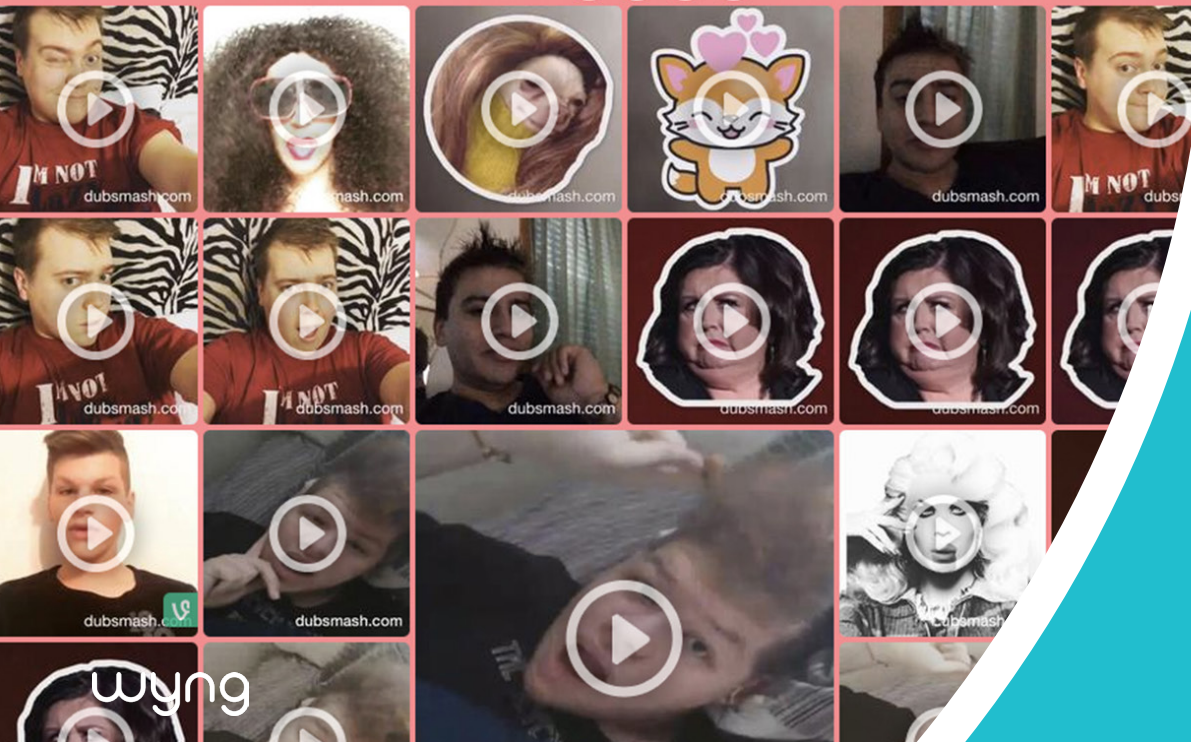
- Drive traffic to site
- Drive brand affinity
- Stay top-of-mind
- Acquire consumers / audience
- Drive engagement / loyalty
- Activate consumers / audience
- Support UGC strategy





Meet the rest of the girls vying for the crown tonight during NewNowNext Honors at 10/11c.

Share This:    



CAMPAIGN NAME

Ru Paul's Drag Race | #RuVeal

OBJECTIVE

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

GOALS ACHIEVED

- Drive traffic to site
- Drive brand affinity
- Drive engagement / loyalty
- Activate consumers / audience
- Support UGC strategy

#RuVeal

Congratulations
you've RuVealed
your first S8 Queen!



COUPON UNLOCK



Click to claim your code
Limit of one code per user

[Click here to print this coupon](#)

Discover the joy
of fresh skin



You will receive \$1.00 off of one St. Ives Apricot Scrub!

Sponsored, endorsed or administered by, or associated with, Facebook. By participating, you hereby associate with this promotion.

CAMPAIGN NAME

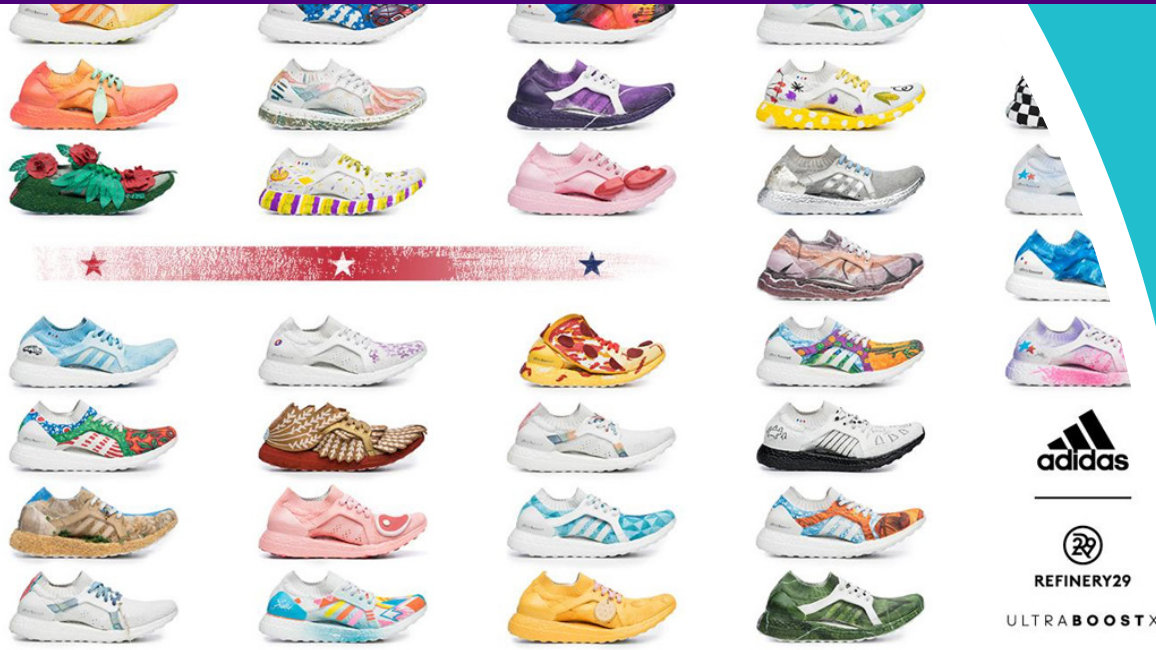
St.Ives | Discover the Joy of Fresh Skin

OBJECTIVE

Drive consumers to redeem a UPC coupon code, bringing in-store traffic back online.

GOALS ACHIEVED

- Acquire consumers / audience (email)
- Drive engagement / loyalty
- Drive brand affinity



WOMEN'S SHOE SILENT AUCTION FOR WOMEN WIN

PARTNERED WITH CELEBRATED FEMALE ARTISTS TO CREATE ONE-OF-A-KIND PAIRS OF ULTRABOOST X REPRESENTING ALL 50 STATES. THE THE NATION COLLECTION IS CREATED FOR WOMEN BY WOMEN TO UNITE CREATIVITY THROUGH SPORT AND REFLECT THE INDIVIDUALITY OF THE NATION.

CHOOSE ONE SHOE FROM THE BELOW, THEN SUBMIT YOUR BID TO WIN. ALL PROCEEDS WILL BE DONATED TO WOMEN WIN. SO BID FOR A BETTER, BRIGHTER FUTURE.



Arizona
Size 6 1/2

Arkansas
Size 5 1/2

California
Size 8

Colorado
Size 7



CAMPAIGN NAME

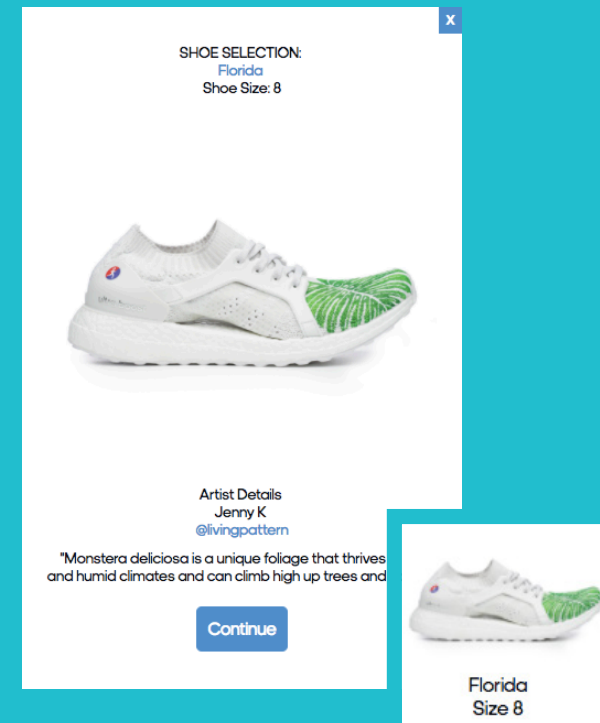
adidas and Refinery29 | Boost the Nation

OBJECTIVE

Encourage consumers to vote on a favorite product, design or selection to drive participation and engagement.

GOALS ACHIEVED

- Acquire consumers/audience
- Drive brand affinity



BILINGUAL SWEEPSTAKES



Français



Buy two records and enter for a chance to win!
Enter your details below.

First Name *

Last Name *

Email *

Street Address *

Apt., Suite, Unit *

wyng

CAMPAIGN NAME

Wyng | Win tickets to the W Music Festival

OBJECTIVE

Give consumers the opportunity to sign up for a chance to win a prize and display your campaign in two different languages.

GOALS ACHIEVED

- Acquire consumers/audience
- Drive brand affinity

W RECORDS

Gagnez des billets pour le W Music Festival dans la ville de Berlin.
Toutes les dépenses payées, voyage inclut!

W RECORDS

Achète deux vinyles et gagne une chance de l'emporter.
Remplis tes information ci-dessous.

Prénom *

Nom de Famille *

Email *

Adresse *

Numéro D'Appartement *

Ville *

Code Postal *

☒ J'accepte de recevoir des messages marketing *

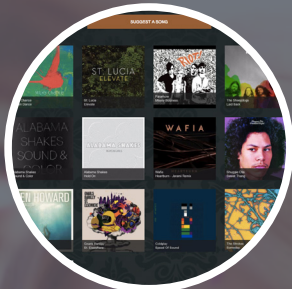
☐ J'accepte les modalités *

Soumettre

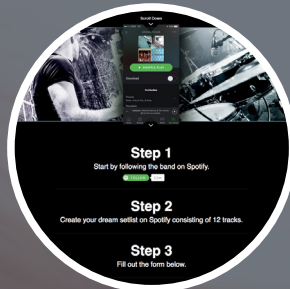
PROMOTIONS



Tweet-Moji to Win



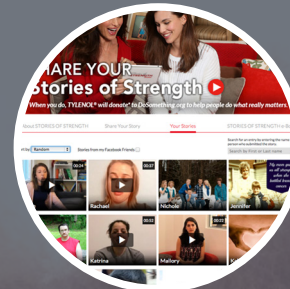
Suggest a Song with Spotify



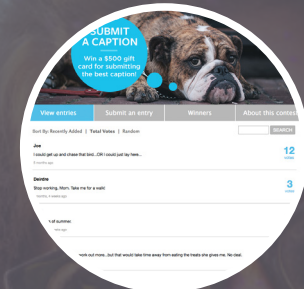
Playlist Promo with Spotify



Photo Contest with Voting



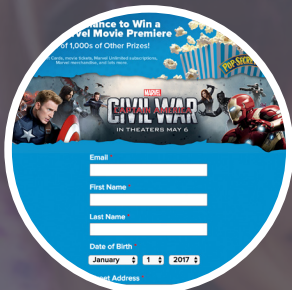
Video Contest with Voting



Caption Contest with Voting



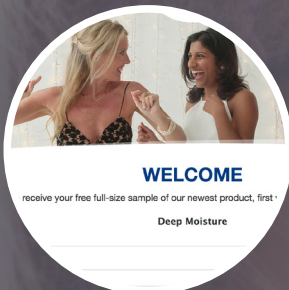
Sign Up



Sweepstakes



Refer a Friend



Sampling



Deals



Instant Win




PAPA'S BIG FAN PAYBACK SWEEPSTAKES

**CLICK
HERE**

**FOLLOW US ON
TWITTER FOR A
CHANCE TO WIN**

HOW TO PLAY

1. FOLLOW **@PAPAJOHNS** ON TWITTER

2. LOOK OUT FOR PROMPTS ( )
FROM **@PAPAJOHNS**
DURING SUPER BOWL 50

wyng

CAMPAIGN NAME

Papa John's | Papa's Big Fan Payback
Sweepstakes

OBJECTIVE

Give consumers the opportunity to enter to win a prize through the use of a hashtag and emoji of your choice on Twitter. Lead consumers to a form through an auto-response message to complete their entry.

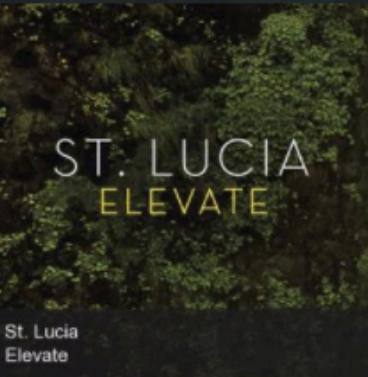
GOALS ACHIEVED

- Acquire consumers / audience
- Drive brand affinity

SUGGEST A SONG WITH SPOTIFY



SUGGEST A SONG



St. Lucia
Elevate



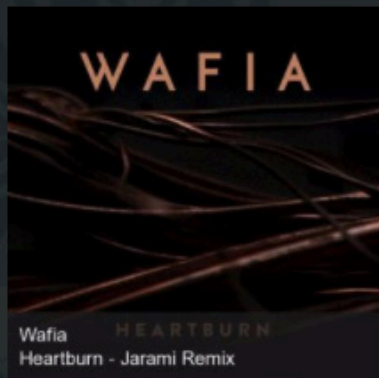
Paramore
Misery Business



The Sheepdogs
Laid Back



Alabama Shakes
Hold On



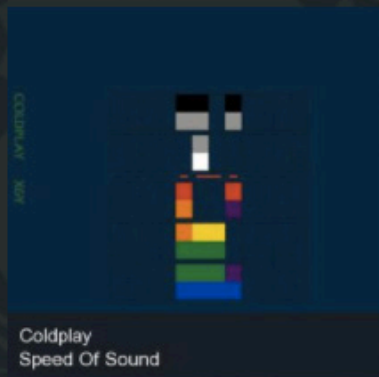
Wafia
Heartburn - Jarami Remix



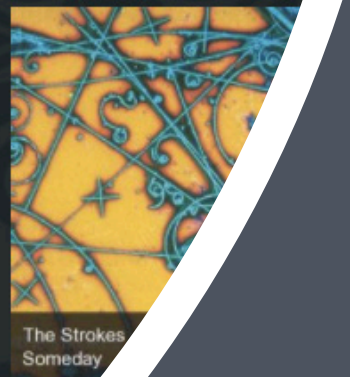
Shuggie Otis
Sweet Thang



Gnarls Barkley
St. Elsewhere



Coldplay
Speed Of Sound



The Strokes
Someday

CAMPAIGN NAME

Wyng | The Perfect Coffeehouse Playlist

OBJECTIVE

Inspire consumers to submit the perfect songs to be featured in your branded Spotify playlist. Consumers can listen to music as they explore the campaign's collaborative album art gallery.

GOALS ACHIEVED

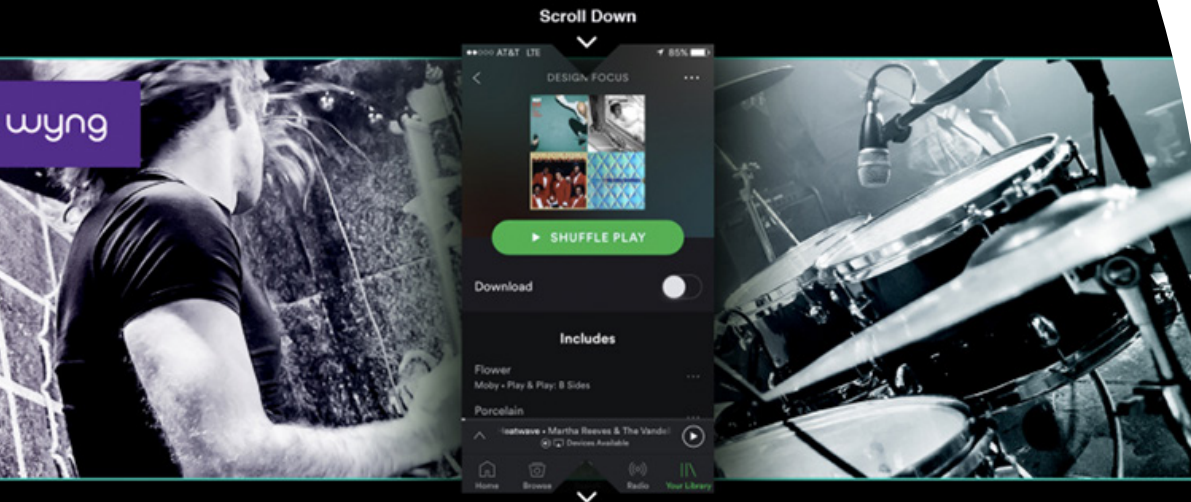
- Acquire consumers / audience
- Drive engagement / loyalty

PLAYLIST PROMO WITH SPOTIFY



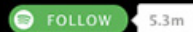
Win a chance to see The Band play your dream setlist live

Simply complete the steps below in order to be entered in with a chance of winning



Step 1

Start by following the band on Spotify.



Step 2

Create your dream setlist on Spotify consisting of 12 tracks.

Step 3

Fill out the form below.

CAMPAIGN NAME

Wyng | Win a chance to see The Band play your dream setlist live

OBJECTIVE

Get consumers to follow your brand or a featured artist on Spotify, and share their dream setlist with you.

GOALS ACHIEVED

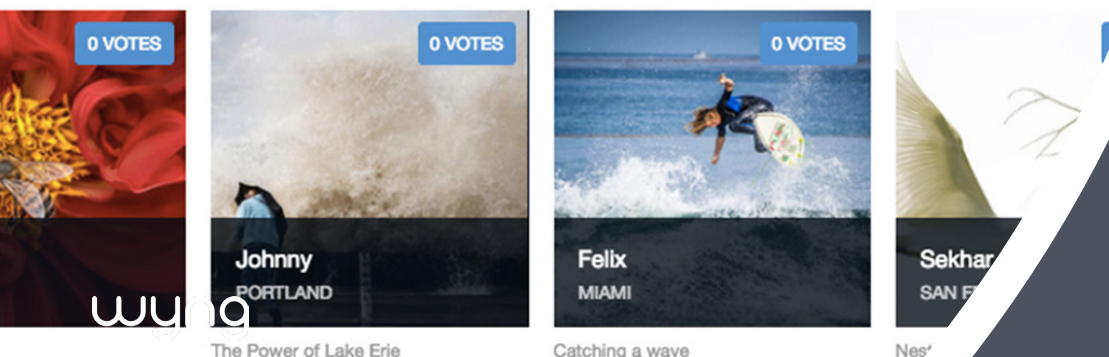
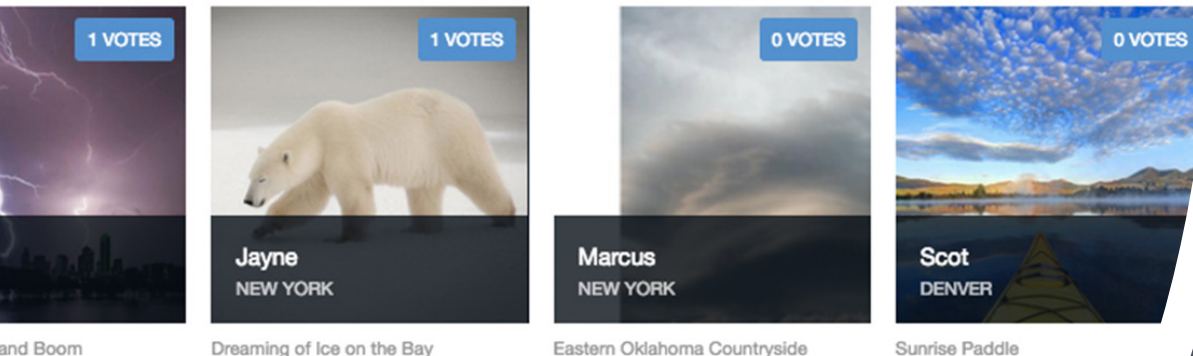
- Acquire consumers / audience
- Drive engagement / loyalty

PHOTO CONTEST WITH VOTING



THIS CONTEST VIEW ENTRIES WINNERS

SUBMIT AN ENTRY



CAMPAIGN NAME

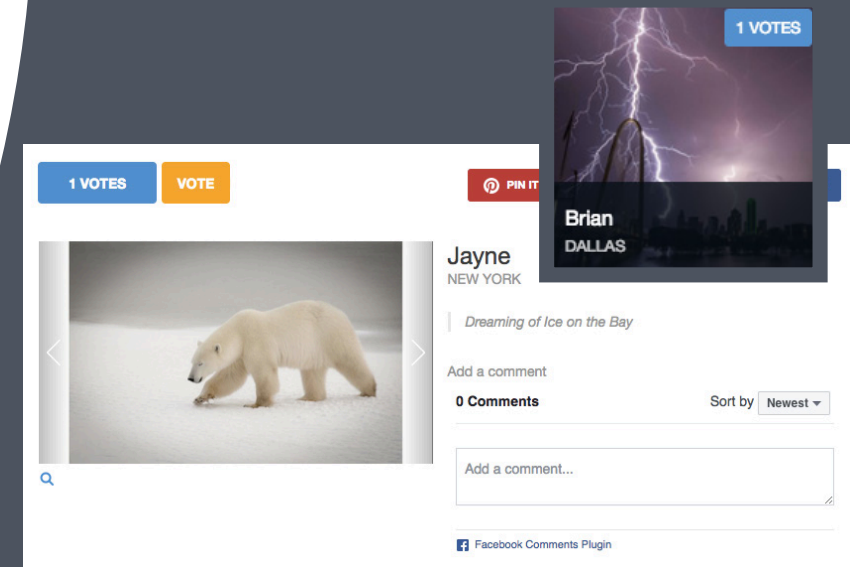
The Weather Channel | "It's Amazing Out There" Photo Contest

OBJECTIVE

Encourage consumers to enter a brand-sponsored contest by submitting photos and videos across social networks; brand will determine winners.

GOALS ACHIEVED

- Support UGC strategy
- Drive traffic to site
- Acquire consumers / audience
- Drive engagement / loyalty
- Activate consumers / audience

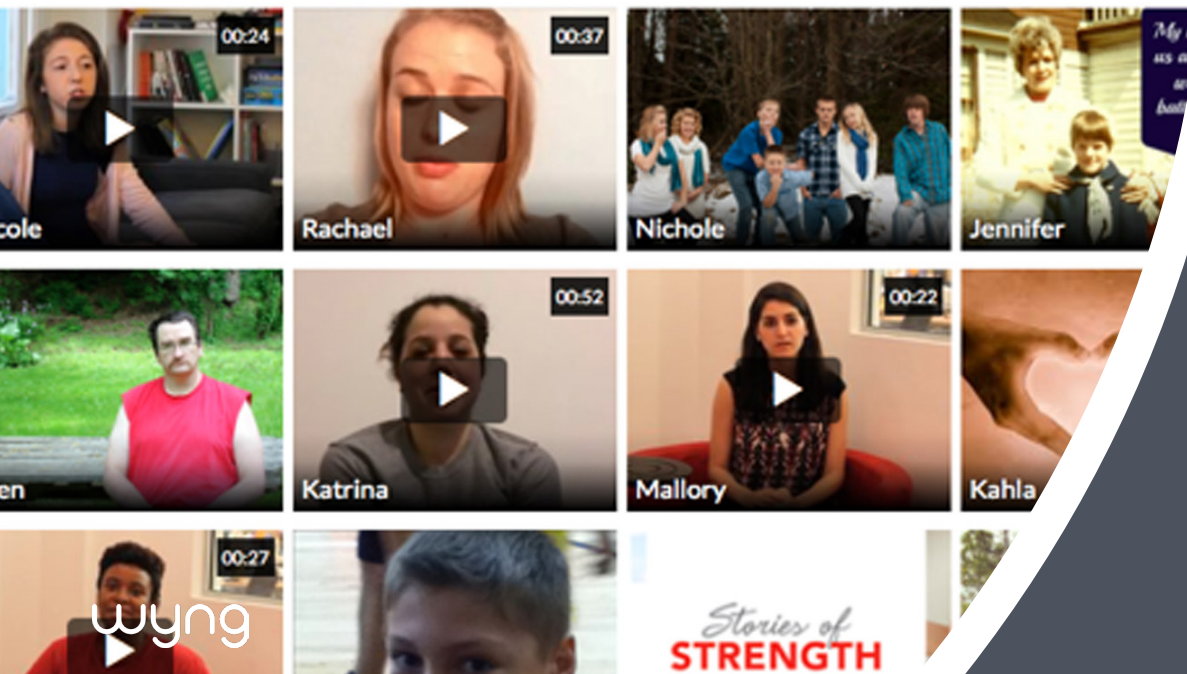


VIDEO CONTEST WITH VOTING



out STORIES OF STRENGTH Share Your Story **Your Stories** STORIES OF STRENGTH

Sort by: Random Stories from my Facebook Friends ☐ Search for an entry by entering the person who submitted the story. Search by First or Last name



CAMPAIGN NAME

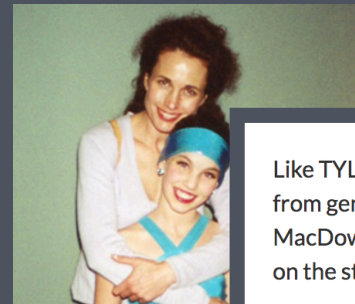
Tylenol | Share Your Stories of Strength

OBJECTIVE

Inspire consumers to submit videos across social networks to increase engagement; includes option to encourage voting or determine winners based on brand criteria.

GOALS ACHIEVED

- Support UGC strategy
- Drive traffic to site
- Acquire consumers / audience
- Drive engagement / loyalty
- Activate consumers / audience



Like TYLENOL®, strength is often passed down from generation to generation. Actress, Andie MacDowell and her daughter, Rainey, have relied on the strength of family to lead strong lives.

Learn more about their sources of strength here

CAPTION CONTEST WITH VOTING



SUBMIT A CAPTION

Win a \$500 gift
card for submitting
the best caption!

View entries

Submit an entry

Winners

About this contest

Sort By: Recently Added | Total Votes | Random

SEARCH

Joe

I could get up and chase that bird...OR I could just lay here...

5 months ago

12
votes

Deirdre

Stop working, Mom. Take me for a walk!

4 months, 4 weeks ago

3
votes

Cari

Dog days of summer.

3 months, 2 weeks ago

1
vote

Mike

My trainer says I need to work out more...but that would take time away from eating the treats she gives me. No deal.

5 months ago

Bryan Postelnek

I wish mom would take me for a walk instead of dad... :(

3 months, 4 weeks ago

Bob

It's a dog-eat-dog world out there.

3 months, 1 week ago

CAMPAIGN NAME

Wyng | Submit a Caption

OBJECTIVE

Encourage consumers to write captions or share stories to increase engagement. Include voting or determine winners based on brand criteria.

GOALS ACHIEVED

- Drive engagement / loyalty
- Activate consumers / audience
- Support UGC strategy
- Drive traffic to site
- Acquire consumers / audience

SIGN UP



LISTEN ON-THE-GO

Sign up to the Maybelline New York Canada & FREnds newsletters below for the chance to win a pair of FREnds Layla Rose Gold headphones!

Full Name * Email

Postal Code



By entering my email & submitting, I agree to receive Maybelline New York & FREnds email content which include their latest news, tips and exclusive offers. I can unsubscribe at my convenience. I accept the Official Rules.

Submit

[Official Rules](#)

CAMPAIGN NAME

Maybelline New York Canada | Maybelline Dream Cushion Launch Sweepstakes

OBJECTIVE

Capture consumer data, including email addresses, to use in sweepstakes, special offers, newsletters, and more.

GOALS ACHIEVED

- Acquire consumers / audience
- Drive engagement / loyalty
- Drive brand affinity

LISTEN ON-THE-GO

Sign up to the Maybelline New York Canada newsletter & the FREnds newsletter below for the chance to win a pair of FREnds Layla Rose Gold headphones!

Name

Email

Postal Code

By entering my email & submitting, I agree to receive the Maybelline New York newsletter & the FREnds newsletter which include their latest news, tips and exclusive offers. I can unsubscribe at my convenience. I accept the Official Rules.

Submit

[Official Rules](#)

Please refer to our [Privacy Policy](#) for more details on how we manage your personal information, or contact us at Maybelline New York Canada, 1500 Robert-Bourassa Boulevard, Suite 600, Montreal, Quebec, H3A 3S7; email: dgammny@info-ccc.com. Please also refer to the FREnds [Privacy Policy](#) or contact at PO Box 7468, Menlo Park, CA 94026 USA; email: support@wearfriends.com.

SWEEPSTAKES



**Enter for a Chance to Win a
Trip to a Marvel Movie Premiere**

or One of 1,000s of Other Prizes!

iTunes® Gift Cards, movie tickets, Marvel Unlimited subscriptions,
Marvel merchandise, and lots more.



Email *

First Name *

Last Name *

Date of Birth *

January 1 2017

Street Address *

City *

State *

wyng

CAMPAIGN NAME

Marvel & Pop Secret | Marvel Movie Premiere
Sweepstakes

OBJECTIVE

Give consumers the opportunity to win a prize
in a game of chance, increasing sign-ups or UGC
submissions.

GOALS ACHIEVED

- Acquire consumers / audience (email)
- Drive brand affinity

REFER A FRIEND



re giving away diamond earrings and a Saint Laurent handbag!

ply enter your details below to surprise your Mom (or maybe even treat yourself). Plus, share this sweeps with up
time one of them enters, you increase your chance of winning.

ady signed up? [Click to check status.](#)

ail

First name Last name

code

der

I want to receive emails, discounts and sale updates from
OPTIONAL

I am 18 or over, and agree to the Official Rules

I am already a Gilt member OPTIONAL

CAMPAIGN NAME

Gilt Groupe | The Mother's Day Sweepstakes

OBJECTIVE

Encourage consumers to share and refer friends to expand your audience and increase sign-ups.

GOALS ACHIEVED

- Acquire consumers / audience
- Drive engagement / loyalty
- Drive brand affinity

Use this special link to share, so when friends sign up, you get credit:
<http://bit.ly/2car3FE>



So far 0 of your friends have signed up. Once you get to 2 friends, come back to unlock this!

UNLOCK



WELCOME

To receive your free full-size sample of our newest product, first we'll need a few details.

Deep Moisture

Email Address

First name

Last name

Full Address

Street

City

State

Zip code

Date of Birth

CAMPAIGN NAME

Dove | Deep Moisture Free Sample

OBJECTIVE

Encourage consumers to sign up for a free sample of a product to increase awareness and acquire email addresses.

GOALS ACHIEVED

- Acquire consumers / grow audience
- Drive brand affinity



GLAZE

MAKING SUMMER WORTHWHILE

Grab amazing deals on all of your summer favorites! You can redeem the below deals at your local **GLAZE** showroom or use them online.



CAMPAIGN NAME

Wyng | Making Summer Worthwhile

OBJECTIVE

Provide your consumers with relevant deals in order to drive purchases.

GOALS ACHIEVED

- Drive engagement / loyalty
- Drive sponsorship revenue
- Drive traffic to site
- Increase conversions

DEALS ON ALL YOUR FESTIVAL FAVES

EYE OF THE BEHOLDER

BLUSH DUO

SATIN SHADES

CONCEAL AND HYDRATE

wyng

INSTANT WIN



Get a chance to win

EVERY TIME YOU FIND SANTA ON SOBEYS WEB PAGES

PRIZES:

You could WIN a Magical Vacation valued at \$20,000*

*Awarded with 200,000 AIR MILES® Dream Miles

+

Over \$100, 000 in Sobey's Gift Cards
and AIR MILES® Reward Miles to be won.



Plus, get more chances
to WIN in participating Sobey's stores* **SEE HOW**

HOW TO PLAY:



Get clues to where Santa's hiding (see below)



Find Santa on Sobey's web pages



Click on him to enter

[RULES & REGULATIONS](#)

CAMPAIGN NAME

Sobey's | Seek Santa Instant Win Contest

OBJECTIVE

Give consumers the opportunity to win a prize instantly in a game of chance, increasing sign-ups or website visits and conversions.

GOALS ACHIEVED

- Drive engagement / loyalty
- Acquire consumers / grow audience
- Drive traffic to site
- Increase conversions



VISUALIZATIONS



Video Gallery



Brand Video Filter



Animated Media Wall



Scrolling Media Wall



Auto - Frame



Flex Grid



Boomerang Gallery



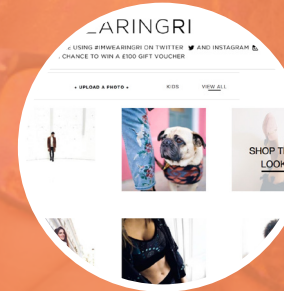
GIF Creator



Content Gallery on Website



Content Carousel on Website



Shoppable Instagram



Heat Map



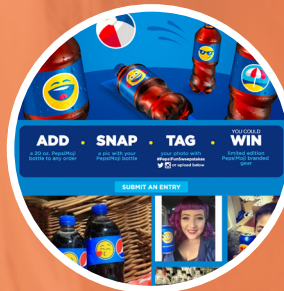
Live Event



Auto-Scroll Gallery



Color Hover Gallery



UGC Gallery



Look Book

VIDEO GALLERY



SHARE YOUR SWEET PRE-GAME ROUTINE

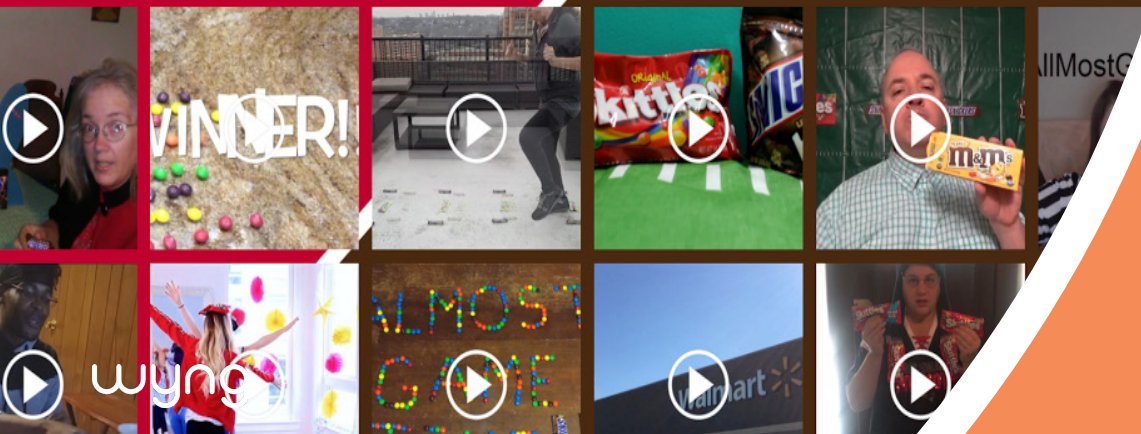
UPLOAD YOUR VIDEO

OR TAG IT ON TWITTER
OR INSTAGRAM USING
#ALMOSTGAMETIMECONTEST



SOME OF OUR TALENTED
FANS OUT THERE

SHARE YOUR FAVORITES



CAMPAIGN NAME

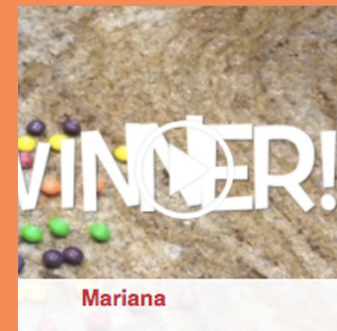
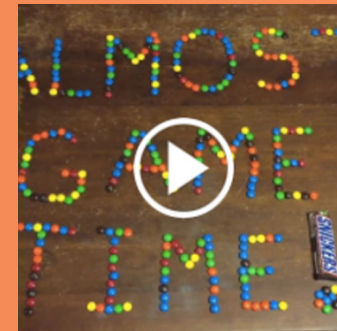
Skittles and Snickers | Almost Game-Time

OBJECTIVE

Inspire consumers to create, upload, and share videos through a video gallery display.

GOALS ACHIEVED

- Acquire consumers/audience
- Drive brand affinity



Mariana



BRAND VIDEO FILTER

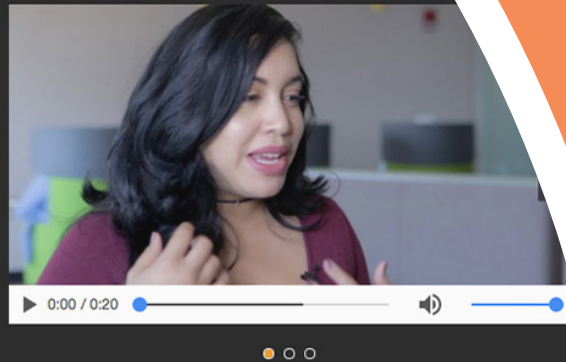


SHARE YOUR AUDIBLE STORY FOR A CHANCE TO WIN

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 tell us why you love to listen for a chance to win one of 20 brand-new Volvo SUVs.

Get started by watching some of our favorite 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 hand-selected and customized twenty 2018 Volvo XC60s to provide the best Audible experience.



[View Car Details](#)

- 1 Create a short video telling us why you love to listen.
- 2 Submit and share by October 13th, 2017.
- 3 Ask friends and family to vote for your video.

[Get Started](#)

[Not an Audible Member? Join Now!](#)

VOTE FOR YOUR FAVORITE STORIES

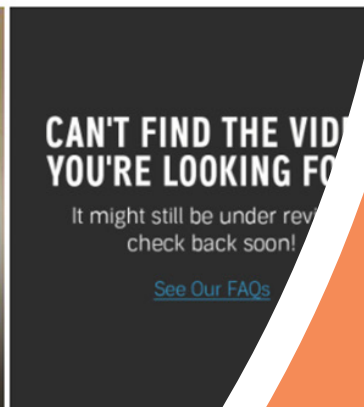
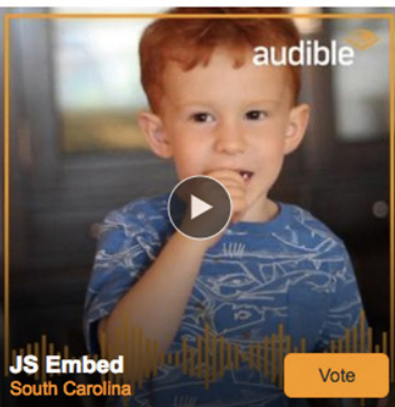
Watch and enjoy stories from our listeners and vote for your favorites below.

VOTING ENDS 27 DAYS : 12 HRS : 42 MIN

Search by name

Sort by date

Filter by State



CAMPAIGN NAME

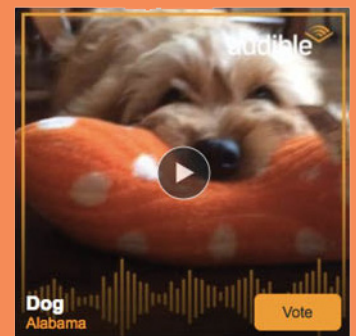
Audible | Share Your Audible Story

OBJECTIVE

Encourage consumers to create and share videos with branded filters. Drive more viewership as customers share their mobile-ready, short-form videos with friends and followers

GOALS ACHIEVED

- Acquire consumers/audience
- Drive brand affinity



ANIMATED MEDIA WALL



Come together at

#FutureIsConference

CAMPAIGN NAME

Wyng | #FutureIsConference

OBJECTIVE

Showcase consumer content at live events with an animated gallery to drive engagement and consumer content.

GOALS ACHIEVED

- Drive traffic to site
- Increase conversions
- Drive sponsorship revenue
- Support UGC strategy
- Activate consumers / audience



SCROLLING MEDIA WALL



CAMPAIGN NAME

Wyng | #WorldMarathonDay

OBJECTIVE

Showcase consumer content at live events with a scrolling gallery to drive engagement and consumer content.

GOALS ACHIEVED

- Drive traffic to site
- Increase conversions
- Drive sponsorship revenue
- Support UGC strategy
- Activate consumers / audience



Celebrate 60 years of care



Upload your photo for a
chance to win an
H-E-B
gift card & Dove products.*

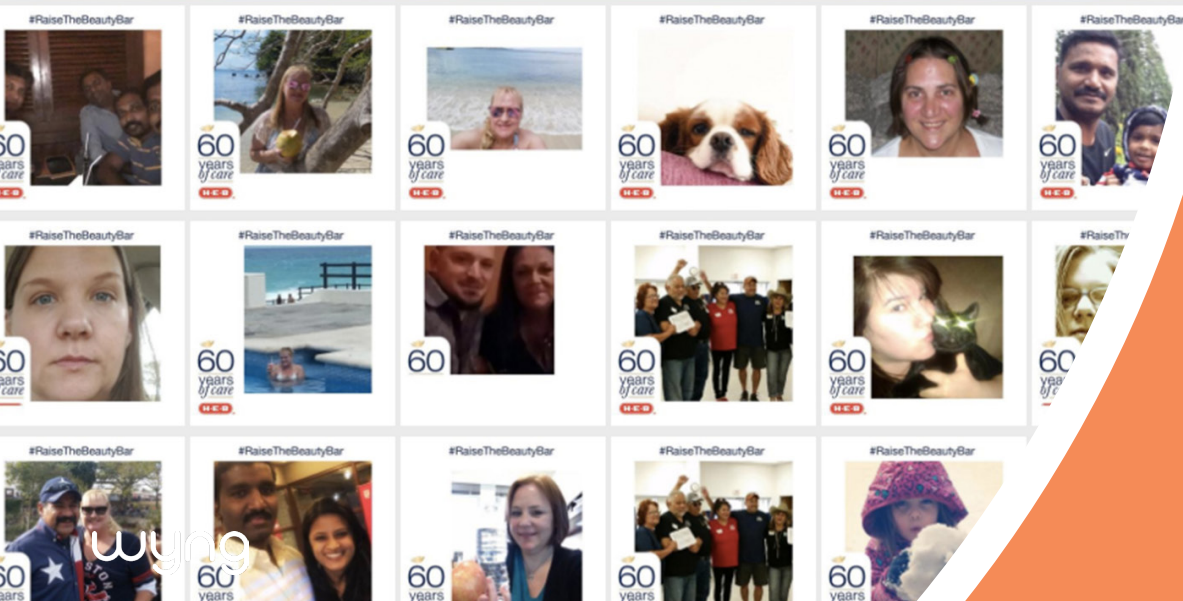
For the last 60 years, Dove's Beauty Bar's superior
formula has remained unchanged, but when it
comes to beauty, everything has changed. How will
you continue to raise the beauty bar?

Scroll down to enter!



*No purchase necessary. Open to legal US residents in TX. Void where prohibited. Sponsor: Unilever.

60 Years of Care, One Superior Care Bar



CAMPAIGN NAME

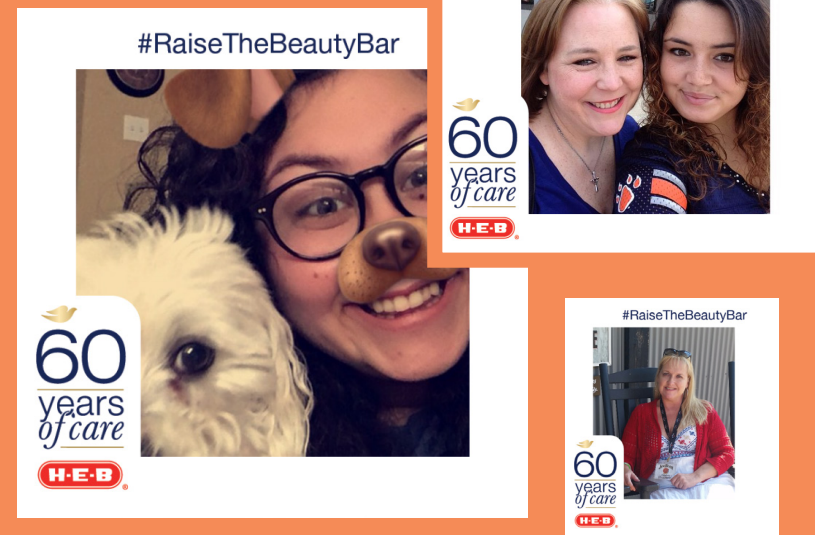
Dove | Celebrate 60 Years of Care

OBJECTIVE

Encourage consumers to upload an image and/
or add text to an auto-applied, branded frame to
drive participation and social sharing.

GOALS ACHIEVED

- Drive Engagement/Loyalty
- Activate Consumers/Audience
- Support UGC Strategy





CAMPAIGN NAME

Walgreens and M&Ms | #NosesOn

OBJECTIVE

Display various sized-photos on your website to drive engagement and increase time spent.

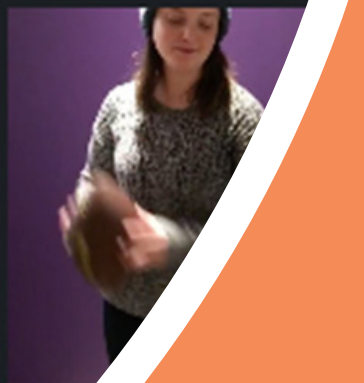
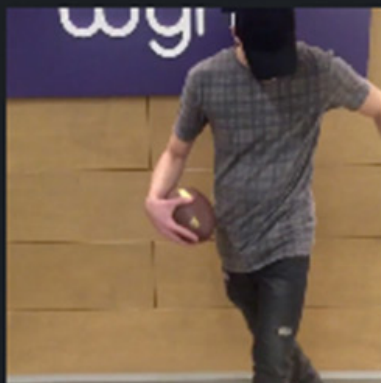
GOALS ACHIEVED

- Drive traffic to site
- Increase conversions
- Drive sponsorship revenue
- Support UGC strategy
- Activate consumers / audience





SHOW US YOUR TOUCHDOWN DANCE



CAMPAIGN NAME

Wyng | Show Us Your Touchdown Dance

OBJECTIVE

Display Boomerangs and photos on your website to increase time spent and engagement through interactivity.

GOALS ACHIEVED

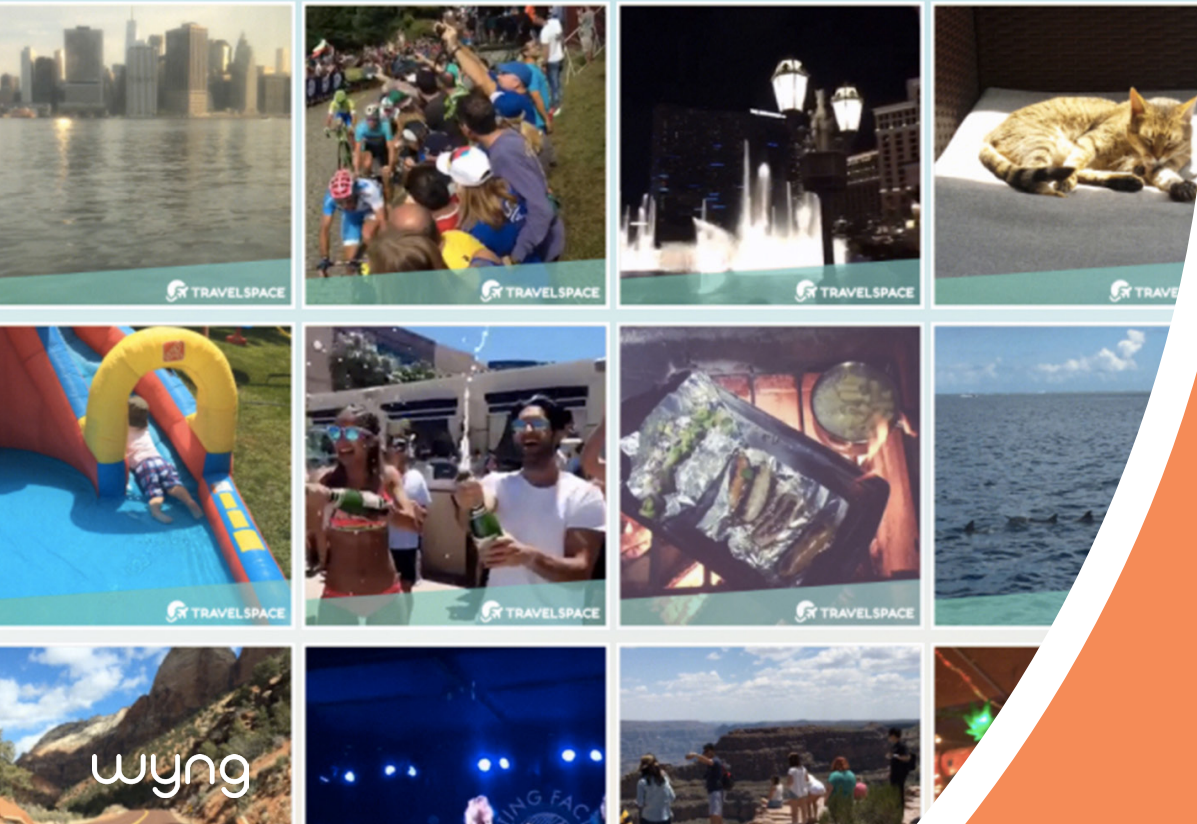
- Support UGC strategy
- Drive traffic to site





SHOW US HOW
YOU CELEBRATE YOUR
**SUMMER
VACATION**

UPLOAD A VIDEO



CAMPAIGN NAME

Wyng | Show Us How You Celebrate Your Summer Vacation

OBJECTIVE

Consumers love sharing GIFs. This powerful and unique campaign format lets you encourage your audience to create and share GIFs around brand themes you define. Participants upload a short video, right from their mobile phone, and then overlay branded frames or stickers, to get a personalized GIF to share on social. Use GIF Creator to boost participation in a fun, creative way and increase social sharing, while getting consumers to create content that helps tell your brand and product stories.

GOALS ACHIEVED

- Activate consumers / audience
- Acquire consumers / grow audience
- Drive engagement / loyalty
- Drive sharing and viral reach on social
- Support UGC strategy
- Drive traffic to site

CONTENT GALLERY ON WEBSITE

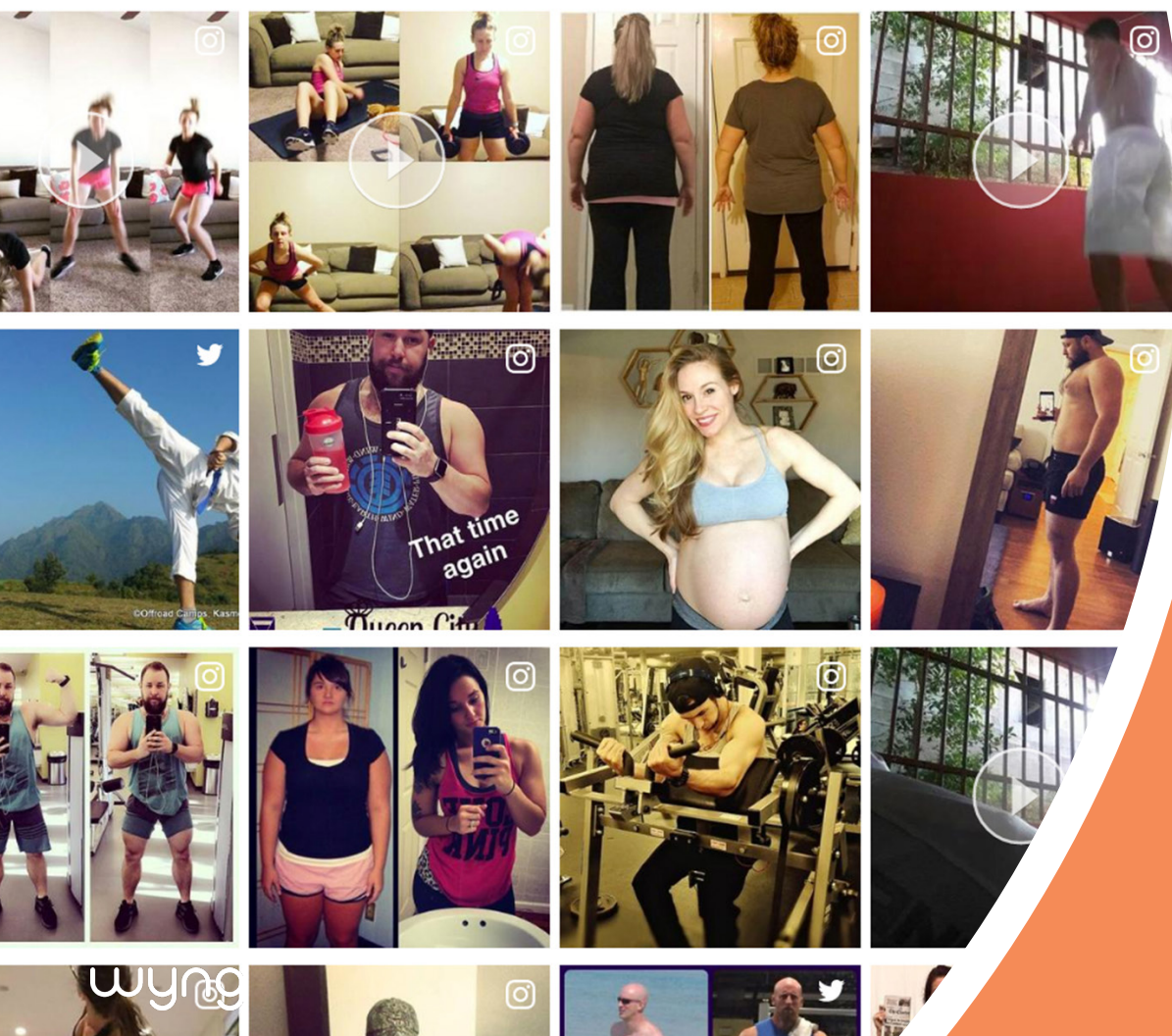
HOW DO YOU FIND YOUR COURAGE

Share what gives you the courage to change for a chance to win a \$1500 GNC shopping spree and more!

Post your story now or on social with **#CourageToChange**.

[Additional contest details](#)

UPLOAD IMAGE NOW



CAMPAIGN NAME

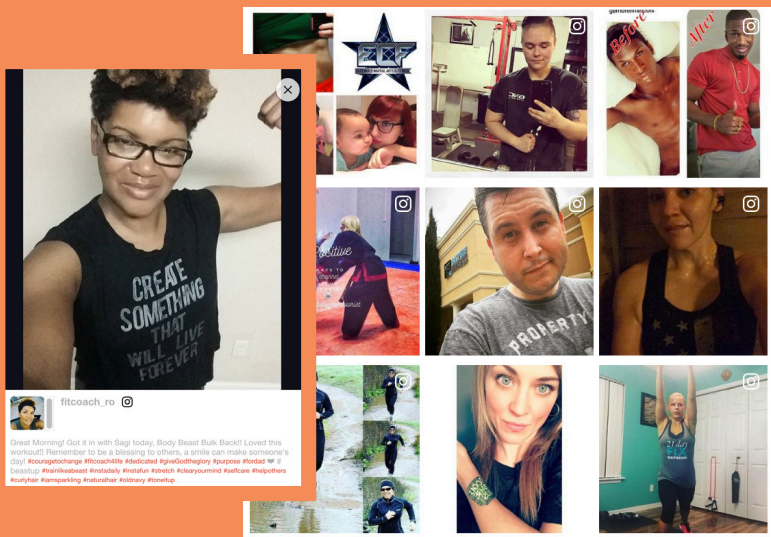
GNC | **#CourageToChange**

OBJECTIVE

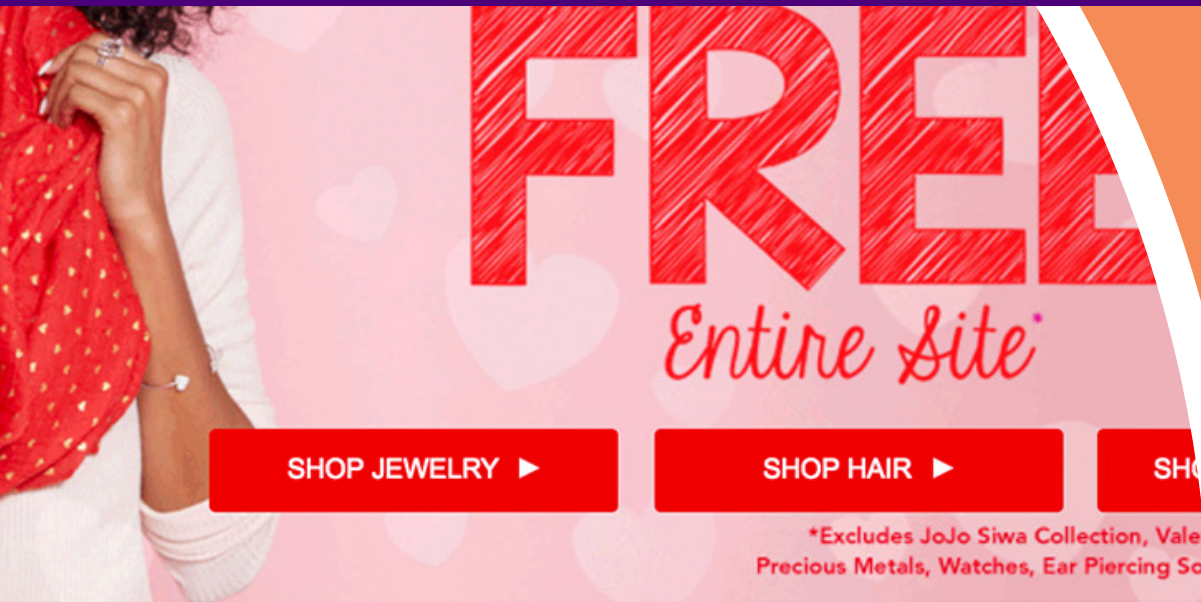
Feature the consumer content you've collected and use it to drive traffic to other locations by deep linking the content, inspire further participation with your brand, and increase time spent on site.

GOALS ACHIEVED

- Drive traffic to site
- Increase conversions
- Drive sponsorship revenue
- Support UGC strategy
- Activate consumers / audience



CONTENT CAROUSEL ON WEBSITE



#CLAIRESSTYLE

SHOP THESE LOOKS FROM OUR INSTAGRAM SQUAD!



CAMPAIGN NAME

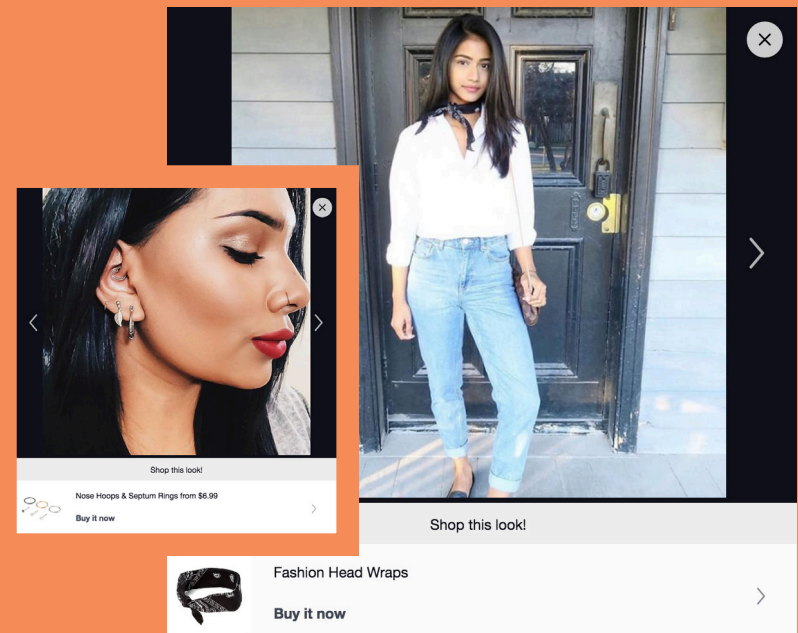
Claire's | #ClaireStyle

OBJECTIVE

Feature consumer content on a carousel to drive engagement and increase time spent.

GOALS ACHIEVED

- Drive traffic to site
- Increase conversions
- Support UGC strategy



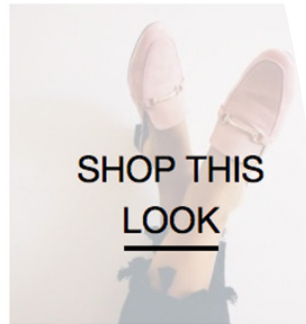
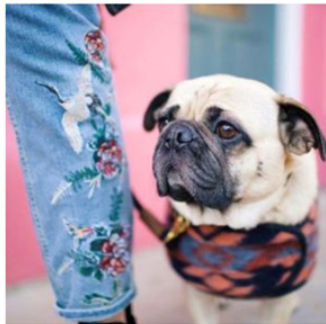
SHOPPABLE INSTAGRAM



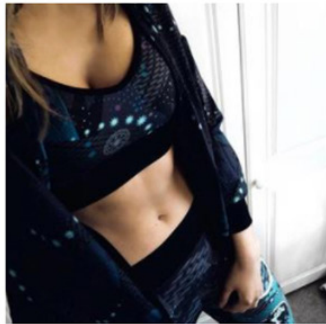
#IMWEARINGRI

UR RIVER ISLAND STYLE USING #IMWEARINGRI ON TWITTER AND INSTAGRAM
FOR YOUR CHANCE TO WIN A £100 GIFT VOUCHER

N MEN + **UPLOAD A PHOTO** + KIDS VIEW ALL



SHOP THIS
LOOK



CAMPAIGN NAME

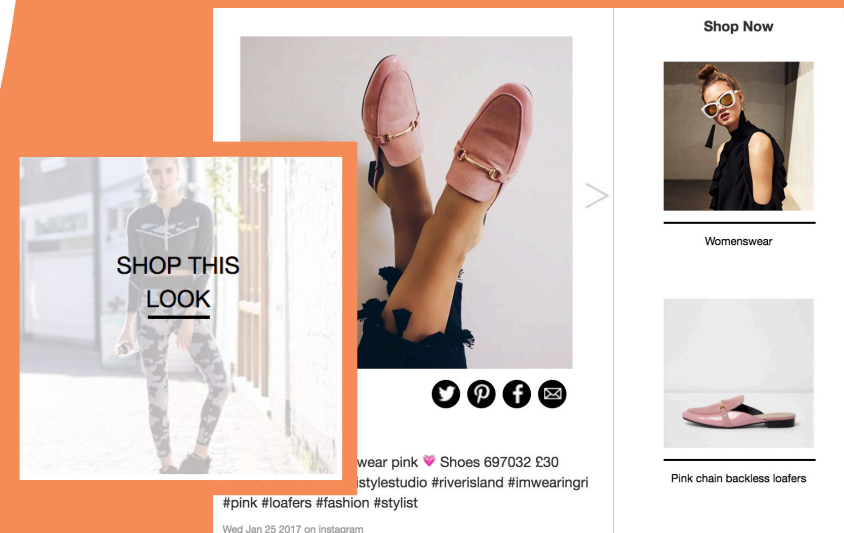
River Island | #Imwearingri

OBJECTIVE

Enable consumers to interact with, shop and click through UGC to drive conversions.

GOALS ACHIEVED

- Drive traffic to site
- Acquire customers / audience



HEAT MAP



Empowerment |

Lifestyle |

Avon Insider

red Women Empower the World

Avon Representatives who are creating a better, more beautiful world.
That's our Purpose. We're Avon, the Company for Women.



CAMPAIGN NAME

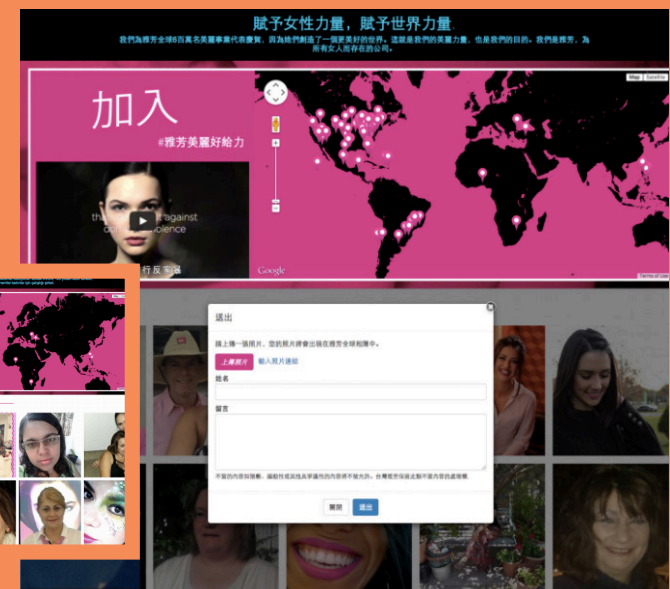
AVON | #BeautyforaPurpose

OBJECTIVE

Highlight the locations of consumers participating with a campaign through a heat map visualization to drive engagement and time on site.

GOALS ACHIEVED

- Activate consumers / audience
- Drive engagement / loyalty



LIVE EVENT



CAMPAIGN NAME

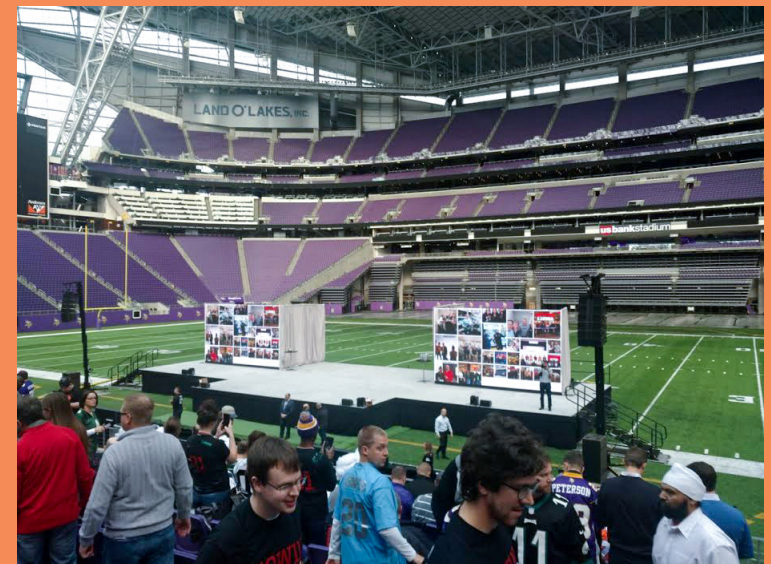
Verizon

OBJECTIVE

Get consumers to tweet, share content or vote during a show or event for a chance to be featured or win a prize to drive social participation and engagement.

GOALS ACHIEVED

- Activate consumers / audience
- Drive engagement / loyalty
- Support UGC strategy
- Drive brand affinity



AUTO-SCROLL GALLERY



I love you,
leftover pizza

...but sometimes you stink.

febreeze

sometimes the things we love the most, stink the most.

that's why Febreze has #OdorOdes!
tell us what you love... even when it stinks.

CREATE YOUR OWN #ODORODE! >

febreeze AIR

DID YOU KNOW?
One box of pizza releases more odor molecules than there are tourists in Italy each year.

f t y i

CAMPAIGN NAME

Febreze | #OdorOdes

OBJECTIVE

Showcase consumer content with an auto-scroll gallery to drive engagement and consumer content.

GOALS ACHIEVED

- Activate consumers / audience
- Drive engagement / loyalty
- Support UGC strategy

I love you,
Trusted Running Shoes

...but sometimes you stink.

febreeze

I love you,
Walking shoes

...but sometimes you stink.

febreeze

I love you,
my fur baby

...but sometimes you stink.

febreeze

I love you,
Schmootzy pup

...but sometimes you stink.

febreeze

I love you,
road trips

...but sometimes you stink.

febreeze

I love you,
winter weather

...but sometimes you stink.

febreeze

I love you,
Sammy dog

...but sometimes you stink.

febreeze

I love you,
Princess Fluffy's cat bed

...but sometimes you stink.

febreeze

I love you,
Rusty gym bag

...but sometimes you stink.

febreeze

COLOR HOVER GALLERY



#WHYIMARCH

CAMPAIGN NAME

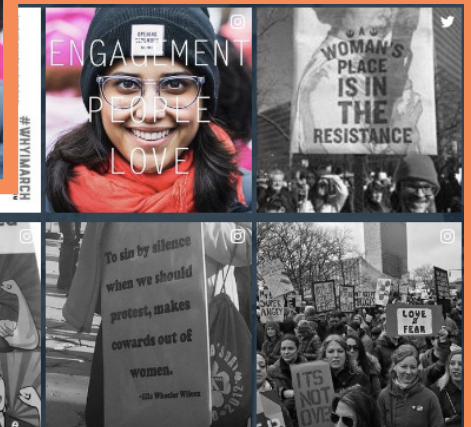
Women's March | #WhyIMarch

OBJECTIVE

Display consumer content on a website with a black and white to color hover effect to drive engagement and time on site.

GOALS ACHIEVED

- Activate consumers / audience
- Drive engagement / loyalty
- Support UGC strategy



UGC GALLERY



ADD

a 20 oz. PepsiMoji bottle to any order

SNAP

a pic with your PepsiMoji bottle

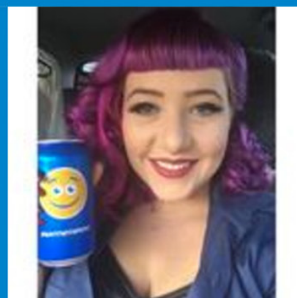
TAG

your photo with
#PepsiFunSweepstakes
or upload below

YOU COULD WIN

limited edition
PepsiMoji branded
gear

SUBMIT AN ENTRY



CAMPAIGN NAME

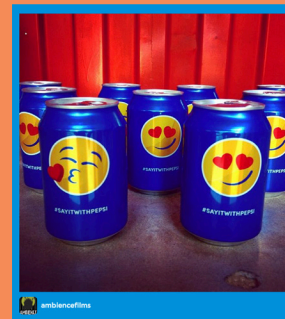
Pepsi | #SayItWithPepsi

OBJECTIVE

Encourage consumers to enter a brand-sponsored contest by submitting photos and videos across social networks; brand will determine winners.

GOALS ACHIEVED

- Support UGC strategy
- Drive traffic to site
- Acquire consumers / audience
- Drive engagement / loyalty



eve_nishamon



fitness *rock* YOUR *race*

training for a race like the the MORE/FITNESS/SHAPE Women's Half-Marathon? Come back every day to cross that finish line.

today's tip

If you feel the need for speed, **fartleks** are your friend. After you warm up, run at 90% effort for 1 minute, followed by a 60- to 90-second **recovery jog**.

CAMPAIGN NAME

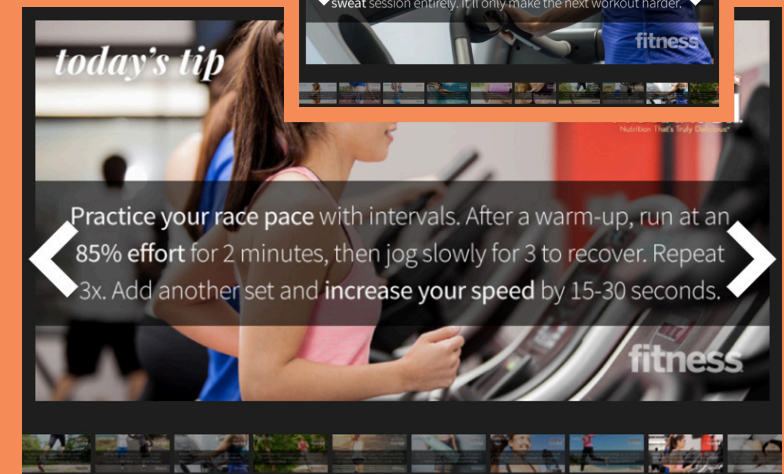
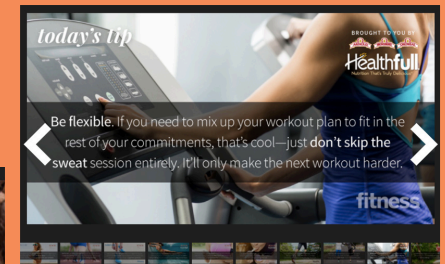
Fitness Magazine | Rock Your Race

OBJECTIVE

Create photo and video slideshows with click-throughs to showcase your content and increase website traffic.

GOALS ACHIEVED

- Drive traffic to site
- Drive engagement / loyalty
- Drive sponsorship revenue
- Increase conversions





wyng