



Integrated Marketing Resource Guide

wyng

You Heard It Here First:

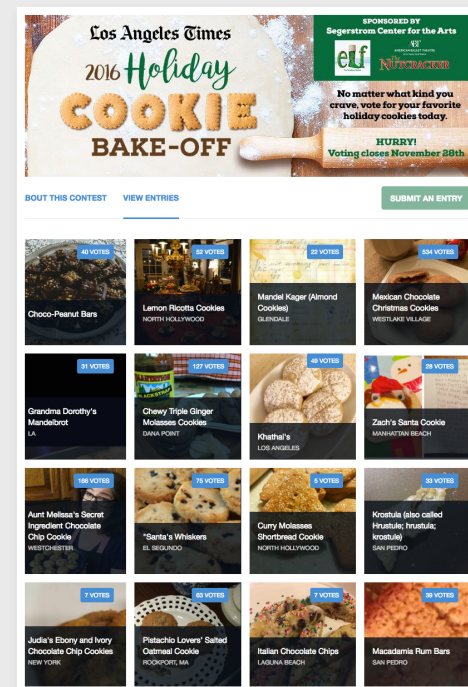
Driving Traffic to a Website

Because websites generate revenue from advertising, it's important to get as many eyeballs on the page as possible for online magazine. In that regard, marketers are simultaneously trying to engage existing users and target new readers who will become brand loyalists.

1 Los Angeles Times | Holiday Cookie Bake-Off

Wyng Template: Photo Contest with Voting

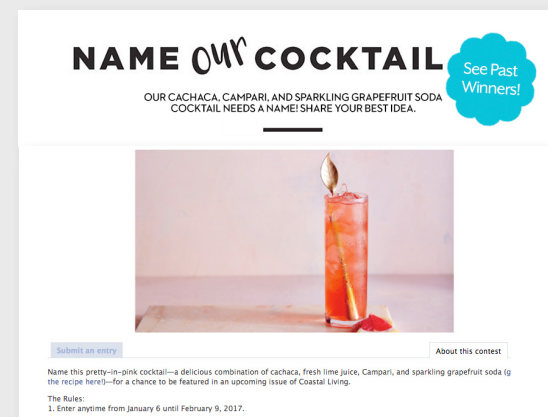
During the holidays, the LA Times asked readers to share their best holiday cookie recipes and then vote on the submissions. After the public culled the top 20, the LA Time's judges selected their top five, who won tickets to Elf: The Musical and whose recipes were published in the food section. With the top entry getting almost 1,500 votes, the campaign was a great way to promote the newspaper.



2 Outdoor Living | Name Our Cocktail

Wyng Template: Caption Contest

Outdoor Living needed a name for its cachaca, lime juice, Campari, and sparkling grapefruit soda cocktail, so it called on its readers for help. The winning entry had her submission published (along with her name) in a following issue.



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3 **Turbotax | Fiesta Turbo Tax** **Wyng Template:** Sign Up

In this campaign, launched only in Spanish, TurboTax offered 15 lucky entrants the chance to be part of the “Fiesta Turbo Tax,” an event where professionals, equipped with cell phones, tablets, and laptops, walked the winners through filing their taxes. The contest not only increased traffic to the site, but it also emphasized how easy the software makes the tax process.

Declarar tus impuestos GRATIS de una manera entretenida en Fiesta TurboTax

No necesitas ser un experto, para eso está TurboTax!

Regístrate para poder ganar y ser parte de la Fiesta TurboTax* con Univision Los Angeles Y declara tus impuestos GRATIS. Tendremos computadoras, tabletas y teléfonos móviles disponibles para tu uso para que puedas declarar tus impuestos en línea contando con el apoyo del equipo de TurboTax y el talento de Univision. Además podrás disfrutar de refrescos, snacks, premios y muchas sorpresas más. Insíbete ahora llenando este formulario ¡y sé parte del selecto grupo de ganadores!

Recuerda que con TurboTax no necesitas ser un experto o tener conocimientos de impuestos. TurboTax te guía paso en el proceso haciéndote preguntas muy simples acerca de tu vida como "¿si estas casado?" o "¿si tienes hijos?". TurboTax pone tus respuestas en los formularios correctos y te ayuda a encontrar todas las deducciones que te mereces. No tienes que preocuparte de nada, TurboTax hace las matemáticas por ti!

No te pierdas esta gran oportunidad y declara tus impuestos de una manera entretenida, segura y GANA premios al participar. Cada una de los ganadores recibirá una sorpresa gentileza de TurboTax FIESTA* (sólo 15 personas serán las ganadoras y serán escogidas al azar)

¡Inscríbete Ya! ¡Te esperamos!

*Fiesta TurboTax será realizada el mismo día del evento de Paraiso Financiero desde las 4:30pm - 6pm. Más detalles serán entregados al momento de informarle que usted fue la ganadora o ganador.

Nombre Completo

Email

Número de teléfono

Ciudad

¿Estás casado?

¿Tienes hijos y estás inscribiéndolos?

¿Tienes hijos?

¿Tienes dueño de tu casa?

[Regla y términos del concurso](#)

4 **Los Angeles Times, High School Insider, and Korean Air | A Dream Trip To Asia** **Wyng Template:** Sign Up

These three brands paired up to offer a chance for readers “to experience the beauty and splendor of Asia” by writing 1,000 words or fewer about one of Korean Air’s 44 destinations across 15 countries. The competition included questions to help participants structure their essay, and the winner received round-trip airfare, a five-night hotel stay, and a mention at the 2017 Festival of Books at USC.

Discover Asia Correspondent Contest

SPONSORED BY **KOREAN AIR**

Los Angeles Times | HS Insider

About this contest [Sign up as an entry](#)

Enter to win a dream trip to Asia

High School Insider wants to give you a chance to experience the beauty and splendor of Asia through the 2nd annual Discover Asia Correspondent Contest. To enter, review the list of eligible Korean Air destinations below, and in 1,000 words or less, tell us where you would like to visit, why it matters to you, and how you would pitch your story(ies) to our editors. Make it relevant and interesting. If you need help getting started, see what last year's winners wrote.

The destination you write about must be one of the eligible destinations from the list. Please answer all questions.

- Where are you interested in going in Asia, and why?
- How would you document your adventure?
- What stories would you tell from your adventure? Would your story take the form of a written piece, a video or a photo essay?

The lucky winners, two high school students (plus their legal guardians) will each receive:

- Round-trip airfare to the destination of their choice
- Five-night hotel stay

High school entries must be submitted by November 30, 2016.

In addition, the winners will be honored at the 2017 Festival of Books at the University of Southern California.

Good luck!

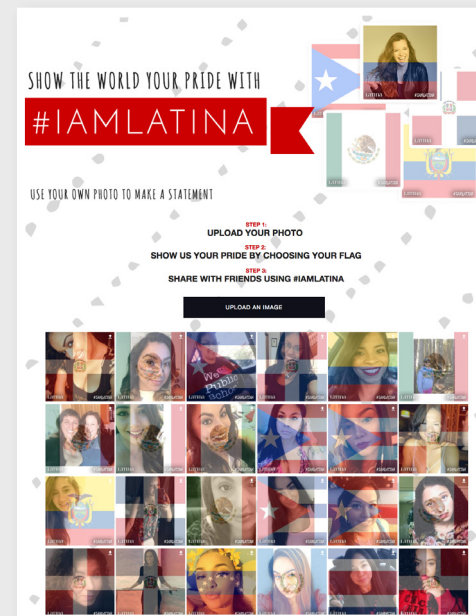
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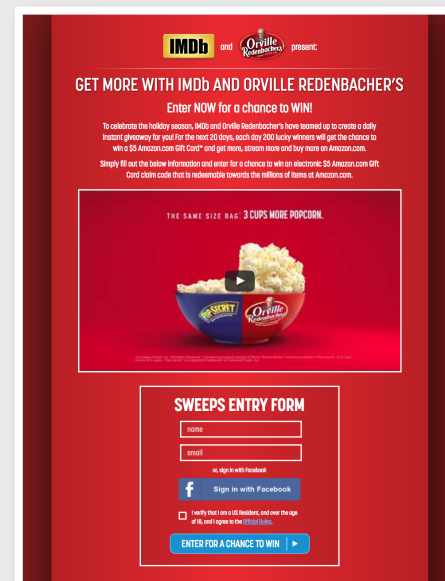
5 Latina Magazine | #IAmLatina Wyng Template: Sign Up

Coincident with Hispanic heritage month, Latina Magazine offered its readers a chance to display their Latina pride with photo filters of every flag in Central and South America. The UGC gallery and hashtag campaign helped attract women who were especially receptive to the magazine's messaging.



6 IMDb and Orville Redenbacher's | Get More Wyng Template: Sweepstakes

Every day for 20 days during the holiday season, IMDb and Orville gave away 200 \$5 Amazon gift cards to participants, who only had to submit only their name and email (or sign in with Facebook). The special landing page for the campaign also featured a 15-second video demonstrating that, although Orville and Pop Secret have the same size popcorn bag, the former gives consumers three cups more product.



Get In Here, It's Starting: Hying a TV Show

A TV show used to be a unique event that happened, at most, a few times a week. Today, online streaming services mean that viewers can watch their favorite shows at almost anytime, and social media allows them to create an active online community. As such, brands must control the digital conversation and make sure that their series are at the forefront of fans' minds.

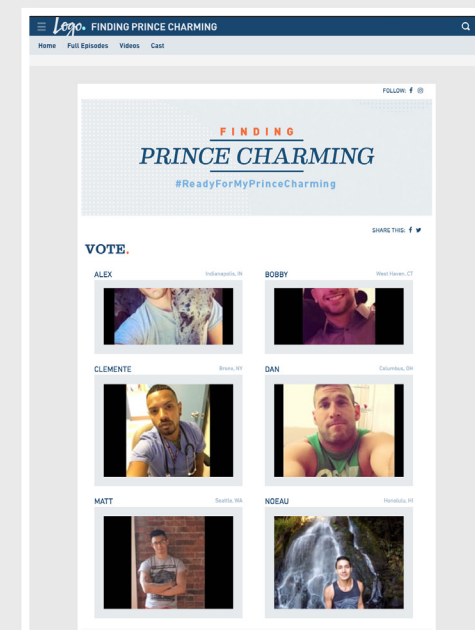
7 Blue Apron and Top Chef | Star in a Blue Apron Cooking Show Wyng Template: Video Contest

Video submissions have a high bar to entry, but Blue Apron and Top Chef made it worth the effort in this partner campaign. The entrant with the best video of herself cooking the winning Top Chef recipe—spice-rubbed pork with sweet red onion and black beans—enjoyed a private cooking lesson with Brooke Williamson, the winner from season 14, a two-night stay in NYC, and six months free of Blue Apron.



8 Logo TV | #ReadyForMyPrinceCharming Wyng Template: Photo Contest

In order to choose the final contestant for Finding Prince Charming Season 2, a dating reality show, Logo TV posted the top six prospective suitors, each with a short video and biography. Fans could vote once each day over the course of weeks, encouraging brand loyalty well before the premiere aired.



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Wyng Template: Auto Scroll Gallery

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Start Packing the Car:

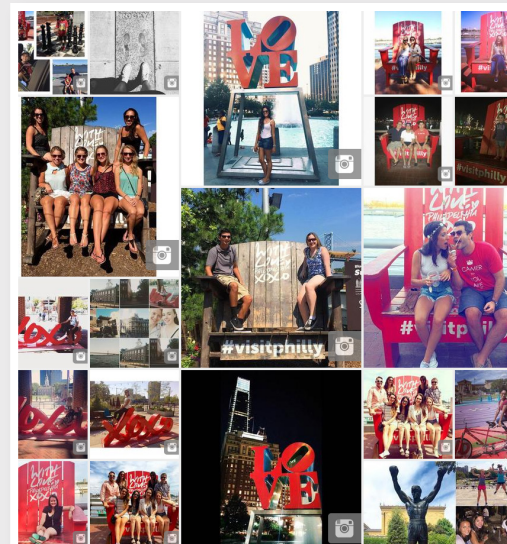
Creating a Vacation

Driving traffic to a website or a TV show is one thing, but building a campaign around planning a vacation is quite another feat. It requires a compelling narrative, a daily cadence, diligent product placement, and a juicy grand prize.

12 Philadelphia Tourism | #VisitPhilly

Wying Template: Pinmap

Philadelphia Tourism reworked the idea of a postcard into a campaign by tagging over three dozen iconic sites around the city with #VisitPhilly. The organization knew that tourists would already be taking photographs, and by painting messages like “With love, Philadelphia XOXO” on the installations, they made the photos even more likely to be shared on social networks. The resulting gallery featured everyone from young couples to parents with children to members of a visiting women’s rugby team.



13 Big Life Magazine and Jackson Hole Mountain Resort | #BigLifeinJacksonHole

Wying Template: Sign Up

In exchange for their name, email, and zip code, visitors to Big Life Magazine’s special landing page could win the ultimate vacation to Jackson Hole: round-trip airfare, lodging for three nights, lift tickets, a private lesson, and ski gear. Even better, if fans shared a photo of their BIG life on social media — in keeping with the resort area’s adventurous ethos — they doubled their chances of winning. Even for those entrants who didn’t win, the integrative experience strongly encouraged them to consider Jackson Hole for their next destination.

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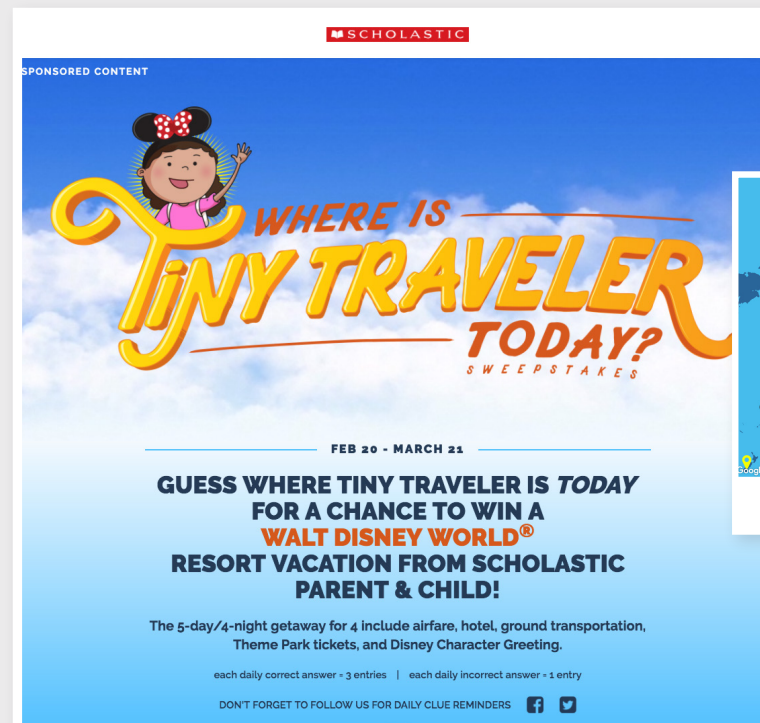
Creating a Vacation

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14 Scholastic and Disney | Tiny Traveler Sweepstakes

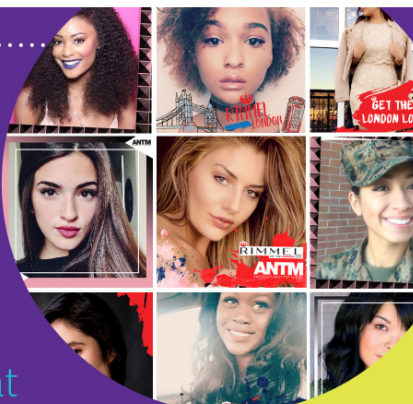
Wyng Template: Pinmap

This campaign offered the ultimate grand prize for kids: a five-day / four-night Disney World getaway for four including airfare, hotel, ground transportation, theme park tickets, and a photo-op with the Disney characters. To enter for a chance to win, any kid under 12 (with the permission of his parent) could read that day's clue about the location of the Tiny Traveler and guess her location. However, throughout the contest are plugs for a related attraction at Disney World. On day two, for example, TT visits the Serengeti. "The Festival of the Lion King show at Disney's Animal Kingdom® Theme Park is set in a theater-in-the-round," the caption reads, "which means that you can see all the action—including songs, acrobats, and African dance—no matter where you sit." The text is hyperlinked to directs reader to the Disney World website, a click-through that keeps the amusement park at the forefront of the campaign.



LIGHTS, CAMERA, ACTION:

Integrated
Marketing
Campaigns that
Feel like Entertainment



If you're still curious about how Wyng can help you launch diverse, agile, and innovative digital marketing campaigns, download our eBook [here](#).

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Wyng is a marketing platform for brands and agencies to build and run campaigns that drive participation and elevate consumer influence. We powered the first Super Bowl hashtag commercial in 2011. Since then, we've continued to evolve our platform to align with shifts in consumer behavior through a robust library of campaign templates. We help brands create communities, what we call tribes, bound by affinity and connection. Wyng is headquartered in New York City.

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