



# Top CPG Digital Marketing Campaigns

wyng

Here at Wyng, we've attracted over 250 million participants to our campaigns and have found that it's more productive to focus on the ends—whether the brand is looking to promote, connect, inspire, or create—rather than the means. Throughout this eBook, we'll dive into the specifics of campaigns in the CPG vertical that have accomplished

these goals and explain how they did it. However, this list is by no means exhaustive. If you like what you see and want more ideas, [contact us](#) today.



On average, Wyng's CPG customers have seen:



**35,000+**  
campaign visits  
per month



**9,400+**  
UGC claims and  
sign-ups



**50%**  
lift in engagement &  
sharing when  
consumer content  
is in campaign

# PROMOTION

*This approach is the closest to traditional marketing and aims to generate hype for a brand, event, or product. That could mean facilitating conversation at Billboard's Touring Conference or encouraging fans of Sour Patch Kids Slurpee to take and share a selfie. The focus here is on exposure (though the best campaigns make conversion as seamless as possible), and promotion is the most straightforward type of engagement.*

## Slurpee

Sour Patch Watermelon Slurpee Launch |  
Product Promotion

### Template

Content Gallery on Website, Hashtag Content Collection and Response

### Length

3 Months

In 2015, Slurpee (in conjunction with 7-Eleven) launched the "official drink" of the summer, a Sour Patch Watermelon Slurpee that came with its own hashtag: #SPKSlurpeeSelfie. The zaniness of fusing the two products, the youthful connotations of the brands, and the neon gumby mascot all encouraged equally silly (and shareable) selfies. Most die-hard fans took pictures with the drink, a bag of the candy, and the free pair of SPK sunglasses. One loyalist even submitted a nine-paneled gallery of his Slurpee experience.

Slurpee's campaign demonstrated how well they knew their demographics. By pairing the product launch with its own hashtag (and also giving out swag), the company capitalized on a target audience that organically produces UGC already. For example, in one five-and-a-half minute YouTube video (with 333,000+ views), a fan teaches how to make a Sour Patch Kids pizza. #SPKSlurpeeSelfie channeled that energy into a fun and promotional gallery.

**SLURPEE** SELFIES VIDEOS 7REWARDS

**SOUR PATCH Watermelon SLURPEE**

**Summer Forever**  
Watch Megan Nicole's Summer Forever movie trailer and music video! Learn more about the film at [summerforevermovie.com](http://summerforevermovie.com)

**Sour. Sweet. Slurp!**

# CONNECTION

*Sometimes, a brand de-emphasizes its product in order to highlight a lifestyle, emotion, or set of values. For example, instead of running a campaign that touts its soap, a company can instead ask its customers to share the messy parts of their lives. The focus here is tying the brand to a feeling rather than a specific product.*

## Lava Soap

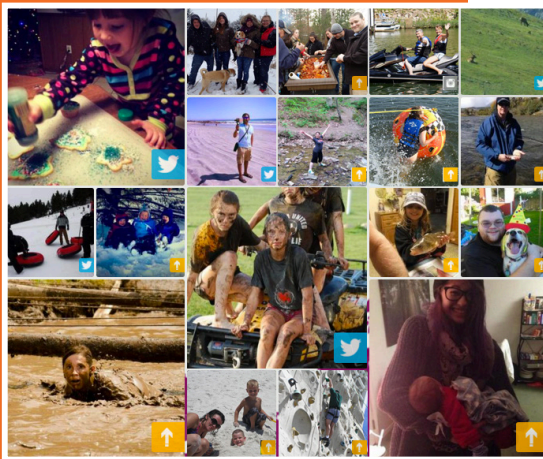
#WhatDoYouGetInto | Product Promotion

### Template

Content Gallery on Website, Hashtag Content Collection and Response

### Length

4 Months



For Lava Soap's 2016 campaign, they had an obvious, albeit brutally uninteresting, option for generating consumer content: encourage fans to take pictures with a bar of soap. Instead, the brand went in the opposite direction and asked for pictures of the messy parts of their customers' lives, the activities that required Lava Soap. "We like to get into anything at the beach," one consumer says of her picture of a toddler chasing three seagulls on the shoreline. "Lava soap after a long day helps with that."

Other pictures showed a woman flexing at spin class, a group of athletes covered in mud, and a freshly weeded garden.

By positioning their product as the result of a process, Lava capitalized on consumers' sense of adventure. Even the hashtag—#WhatDoYouGetInto—implies action, demonstrating that any product, even a bar of soap, can be marketed in a dynamic way.



**1.** Snap a picture or video of your favorite activity

**2.** Upload the photo

**3.** Tell us what you love getting into and why you use Lava Soap

**4.** Tag it with #WhatDoYouGetInto

**5.** Share it



di @ruthdkac · Feb 25  
#whatdoyougetinto we like to get into anything at the beach. Lava soap after a long day helps with that 🐦🐦🐦

# INSPIRATION

When we say “inspiration,” we don’t mean something vague and abstract. We mean that the campaign gives customers the knowledge to go do something, whether that’s planning a three-day trip to Philadelphia or homemaking a pendant lamp for under \$25. The focus here is on teaching, and though it asks more of the consumer than a promotion does, inspiration also leads to greater commitment from participants.

## DermaBlend

“Set + Refresh”

### Template

Content Gallery on Website

### Length

Evergreen

DermaBlend wanted to promote its products by teaching consumers how easy it was to keep their makeup fresh and renewed, so they recruited women like Jenna, a mother, barre instructor, and fitness blogger. As she does lunges and squats in Central Park, Jenna explains that, “Just because I’m always on the go, I always keep Set + Refresh in my bag at all times. It keeps my makeup in place all day, and it’s also a great refresher.”

By showing how other successful women, including a professional makeup artist and brand strategist, integrate Set + Refresh into their hectic lives, DermaBlend’s campaign inspires women to do the same. “Before heading to a meeting or going out to an event”, says Amy, a PR and marketing director for L’Oreal, “I like to use something that gives me a fresh look.”

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PROFESSIONAL

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Search

MAKEUP FOUNDATION CONCEALER TUTORIALS & INSPIRATION FIND YOUR SHADE SPECIAL OFFERS

STAYING POWER.  
MAKEUP'S NEW WAKE-UP.  
WE'VE GOT YOU SET.

NEW SET + REFRESH

SHOP NOW

DERMABLEND  
PROFESSIONAL

SET + REFRESH  
Long-lasting  
Makeup Setting Spray

Locks in makeup and enhances  
skin's overall complexion throughout the day

100 ml - 3.4 fl. oz.

**WE'VE GOT YOU SET**

Check out the different ways people are using our SETTING products during their day

ENTREPRENEUR & MOM PROFESSIONAL MAKEUP ARTIST BRAND STRATEGIST PR AND MARKETING DIRECTOR

See how Jenna See how Tiffany See how Dria See how Amy

# CREATION

*Brands can also defer to the imaginations of their fans. What consumers create can be actual, such as a chicken tikka masala Tostito's entrée, or aspirational, like a ski vacation in British Columbia that they just might win. The focus here is on creativity, and creation fosters a deeper relationship than promotion or inspiration.*

## Tostitos

#TostitosPlus2 | Cooking

### Template

Photo/Video Contest

### Length

1 Month

In November of 2015, Tostitos pushed its customers to expand the culinary boundaries of the brand. For the chance to win a vacation for four to Orlando, entrants could post a picture of their original recipe, and the resulting concoctions were ones that even Harold and Kumar would be proud of: Tostitos covered in goat cheese and hot pepper jelly, Tostito filled to the brim with frosting and sprinkles, Tostitos holding fried pork and caramelized onions, Tostitos adorned with dark chocolate and pistachios.

One key to Tostitos' success was the campaign's accessibility. All entrants needed were a bag of the chips and a little creativity. The intrigue of the submissions, which ranged from the delicious to the deranged, also helped drive traffic. Overall, #TostitosPlus2 showed that brands can leverage their customers' enthusiasm—even if the results aren't always savory.



# Appendix

**ARE YOU DRIVER ENOUGH?**  
WELL, NOW'S THE TIME TO PROVE IT.

**RECITE YOUR MANTRA**  
Tell us the epic 140-character tale of what makes you driver enough.

**OR**

**SHARE A PHOTO**  
Technically it's not a selfie if your car's in it.

**OR**

**POST A VIDEO**  
Sling mud, burn out, be creative (within the law of course).

Send your entry to @BFGoodrichTires using #BFGKEYS and #SWEEPS.

**ENTER HERE WITH TWITTER** **ENTER WITH INSTAGRAM** **OR ENTER HERE**

SEE WHAT THE COMPETITION IS UP TO

## 1 BF Goodrich

“Are You Driver Enough?” | Hashtag Content Collection & Response (4 Weeks)

In 2015, BF Goodrich launched a competition to find which of its users was “driver enough.” To enter, fans could give the “epic 140-character tale of what makes you drive enough,” share a photo (“Technically, it’s not a selfie if your car’s in it”) or post a video (“Sling mud, burn out, be creative”). The ultimate prize was a trip to Gateway Canyon, CO, but all entrants could buy four new BF Goodrich tires and get a \$70 rebate after submission, an extra incentive that boosted participation.

2

## Napa

“Fact or Fiction” | Quiz (4 Weeks)

To test customers’ knowledge of its Mobil 1 synthetic motor oil, Napa created a five-question “fact or fiction” quiz. The results were easy to share on social media, and participants could also challenge their friends. Instead of offering one grand prize, Napa randomly gave away 500 Nascar hats to those who finished the quiz, encouraging participation.

**NAPA KNOW HOW BLOG** HOME KNOW HOW MAINTENANCE

Featured Articles • Product Review: 3M Glass Cleaner • Choose the Correct Antifreeze for Your Import Vehicle

YOU ARE HERE: HOME / FACT OR FICTION QUIZ

**NAPA KNOW HOW** on Facebook  
145,277 people like this. Be the first of your friends.

**Race to the truth with Mobil 1.** **NAPA KNOW HOW** **Mobil 1**

**FACT OR FICTION QUIZ**

Take our “Fact or Fiction” quiz and enter to win cool prizes.

Test your know-how when it comes to using the world’s leading synthetic oil, Mobil 1™ synthetic motor oil. Ready to get started?

NO PURCHASE OR PAYMENT OF ANY KIND IS REQUIRED TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Contest open to legal U.S. residents age 18 or older. Contest begins September 1, 2014, at 1 p.m. ET and ends at 1 p.m. ET on September 30, 2014. See official rules at [www.NAPAonline.com/rules](http://www.NAPAonline.com/rules) for complete details. Void where prohibited.

There is no basic difference between Mobil 1™ synthetic motor oil and conventional oil. 1 of 5

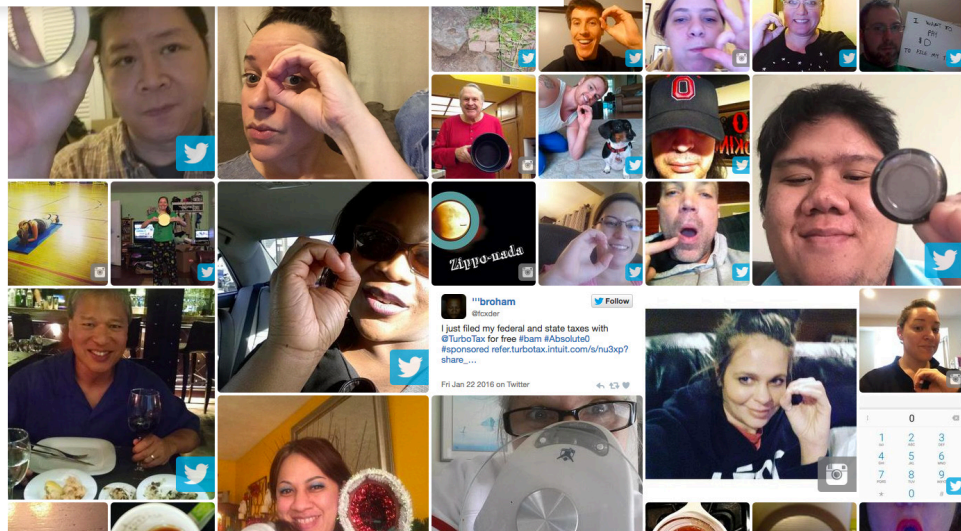
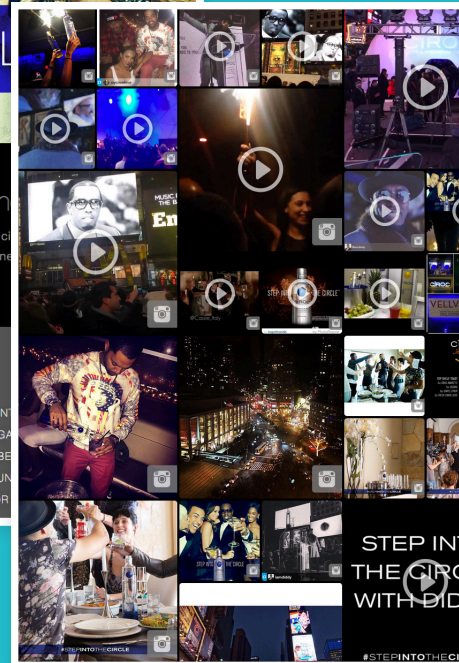
**FACT** **FICTION**



### 3 Turbo Tax

“Absolute Zero” | Photo/Video Contest (9 Months)

Turbo Tax recently launched its Absolute Zero campaign to promote the fact that customers can file their state and federal taxes for \$0. To spread awareness, the company asked customers to share a photo that “shows how much you want to pay to file taxes. Hint: It’s \$0.” Participants could enter every 24 hours in order to win the daily prize of a \$100 gift card, the weekly prize of a \$500 gift card, or the grand prize of \$5,000 cash.

### 4 Ciroc

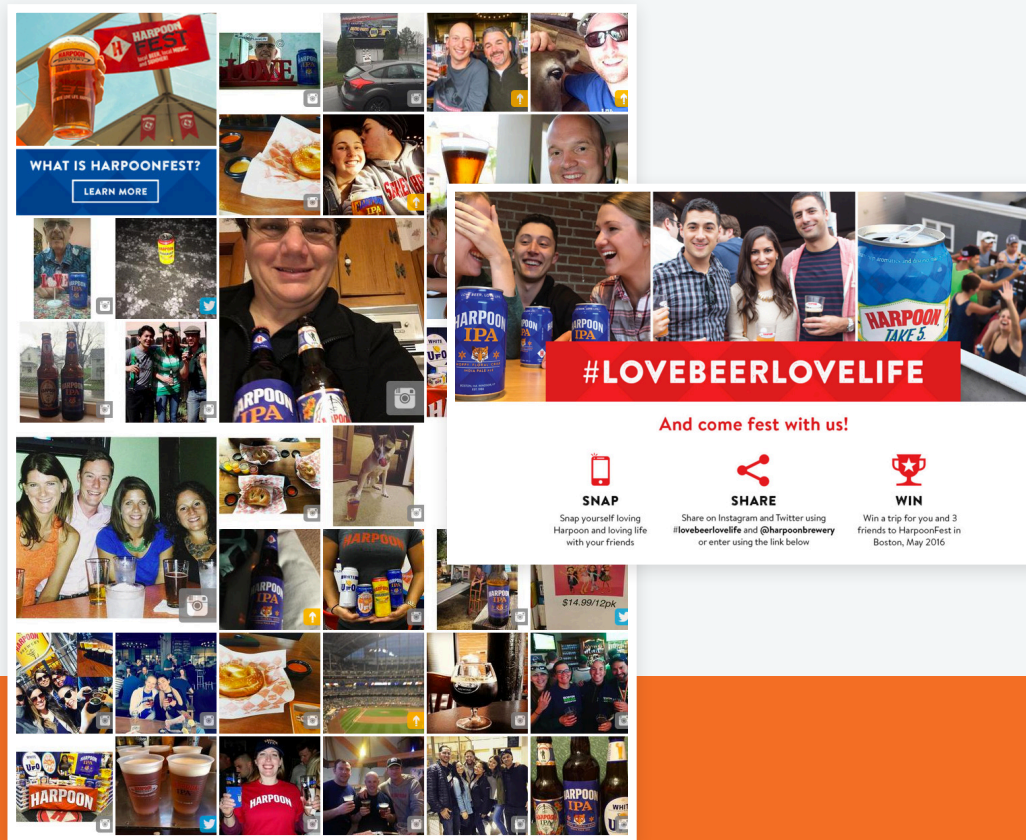
“Step Into The Circle” | Photo/Video Contest (Two Weeks)

Ciroc wanted to emphasize that it’s part of a luxurious lifestyle, so it invited customers to “step into the circle.” Using a photo of P. Diddy and his model friends as an example, the brand asked consumers to submit a picture of their crew enjoying a night out using the hashtags #StepIntoTheCircle and #CirocContest. The best seven photos were awarded an unforgettable New Year’s Eve party.

# 5 Harpoon Brewery

## #LoveBeerLife | Content Gallery (2 Days)

Every May in Boston, Harpoon hosts HarpoonFest, a two-day celebration that includes a brewery tour, keg bowl for charity, live music, and tons of beer. In 2016, the company invited fans to share how they #LoveBeerLoveLife for a chance to win four tickets to the event. Instead of forcing their product into the campaign, Harpoon instead focused on the good vibes associated with HarpoonFest.



Vote, just root for your favorite office away from the office by clicking the button beneath the appropriate image. The side with the most votes wins!

Time left  
X days  
X hours  
X minutes  
X seconds



the Beach  
50%  
Vote

Add a comment  
214 Comments



the Mountains  
50%  
Vote

Add a comment  
109 Comments

# 6 Microsoft Office

## “Choose The View From Your Office” | Faceoff (4 months)

Rather than building a social media campaign around its new software, Microsoft Office asked its consumers whether they’d prefer to have a view of a beach or mountains from their office. Each representative image featured a laptop showing a Microsoft program, which was displayed every time a person voted, indirectly creating hype for Microsoft Office.

## 7 Spalding

#TrueBelievers | Custom Hashtag Content Collection & Response and Content Gallery on Website (Evergreen)

Instead of encouraging fans to take pictures with its products, Spalding invited athletes to snap a photo of themselves in action and explain how they stay “true to the game.” The photos were then filtered to black and white (an on-brand aesthetic) and featured on the website. By focusing on a quality that’s important to athletes—grit—the company reinforced its legitimacy as a sporting goods company.





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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